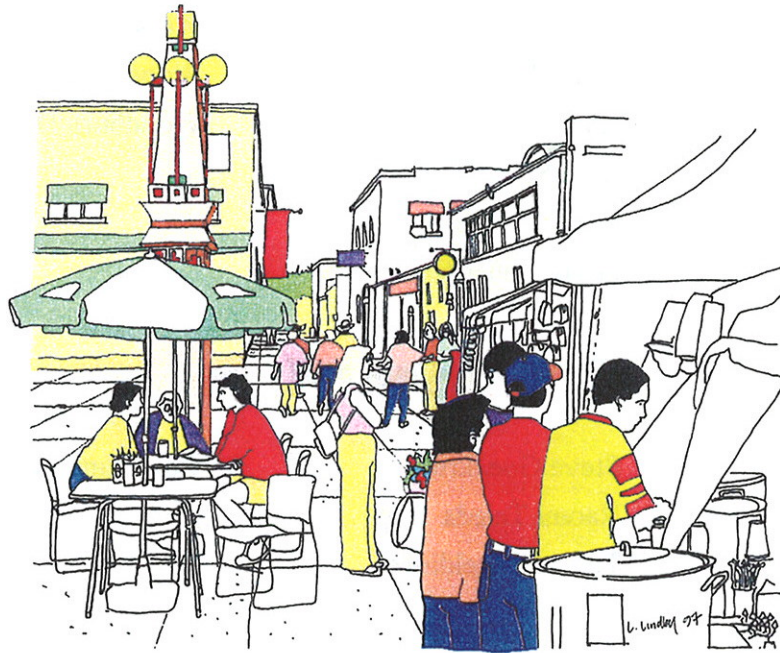

Downtown Development Plan



CITY OF WOODBURN
Oregon

SPENCER & KUPPER
with
LLOYD D. LINDLEY, ASLA

WOODBURN DOWNTOWN DEVELOPMENT PLAN

Steering Committee

Kathy Figley	City Council Member
Jane Kanz	Woodburn Chamber of Commerce
Jose Para	Casas Blancas Bakery
Tom Flomer	Flomer's Furniture
Ken Palke	Manager, Woodburn Downtown Association
Susan King	Woodburn Downtown Association
Alma Grijalua	Woodburn Downtown Association
Dick Sten	Sten's Jewelers
Vance Yoder	World Berry Museum
Frank Lonergan	United Disposal

City Of Woodburn Staff

Steve Goeckritz	Community Development Director
Naomi Tejeda	Planning
Teresa Engeldinger	Planning

Consultants

John C. Spencer, AICP	Spencer & Kupper
Lloyd D. Lindley, ASLA	Lloyd D. Lindley

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INTRODUCTION

Planning Process

In the spring of 1997 a group of downtown business and property owners, residents, members of the Woodburn Downtown Association and city officials gathered to consider the future of downtown Woodburn. This Steering Committee shared an inclination to make a collective contribution to downtown's health and revitalization. The committee worked with a consultant team headed by Spencer & Kupper, and during the following seven months developed a vision and revitalization plan for the area.

The committee's work was focused on four major phases: Phase I: The Vision-Goals and Objectives focused on identifying the issues, approaches to resolving the issues and crafting a vision of the Downtown area. Phase II: Master Plan illustrated possibilities based on the vision. Further, alternatives provided a basis for considering consequences of improvements, both physical improvements and public/private actions, and selecting a preferred revitalization strategy. Phase III: Design Standards and Redevelopment Projects identified planning and design guidelines for public and private improvements, and identified redevelopment opportunities and strategies. The final Phase: Capital Improvement Program and Implementation Strategy described options and recommendations for funding preferred improvements, an action plan for implementation, and recommendations for comprehensive plan and zoning ordinance amendments.

Throughout each phase, the consultant team worked closely with the committee, conducted Charrette sessions and open houses for the general public to provide ideas and critique work in process, and provided progress reports to City decision makers.

Images

CITY OF WOODBURN Downtown Development Plan



Historic buildings provide character and preserve Woodburn's heritage.



The Neighborhood Conservation Overlay District to the west of Downtown contributes to the identity and livability of Woodburn.



Recent improvements have enhanced the alley and created more public parking.



The aquatic center anchors the south end of Downtown and is an important community focal point.

History of the Downtown Historic District

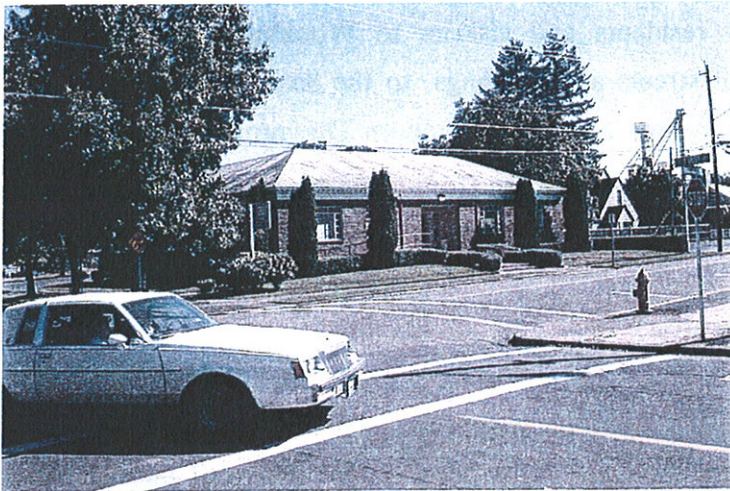
Downtown Woodburn is the location of the original townsite for the community, laid out on a ninety degree grid with streets running parallel or perpendicular to the Southern Pacific railroad tracks. The area contains some of the oldest and most historic sites in Woodburn such as the old City Hall, the Settlemier House, the old Woodburn Public Library and many other fine residential and commercial buildings. Downtown is still the geographic center of the community, but commercial activity has declined as locations on Highway 99E, Interstate 5 and Highway 214 have become the focus for new commercial development.

In 1994, the city adopted the Downtown Historic District to encourage the preservation of buildings having special historical, architectural or cultural significance in the portion of downtown generally between Lincoln and Arthur Streets, and First and Front Streets. Design guidelines and review criteria were used by the Woodburn Downtown Association to evaluate new development and exterior alterations, and to make recommendations to the Woodburn Planning Commission.

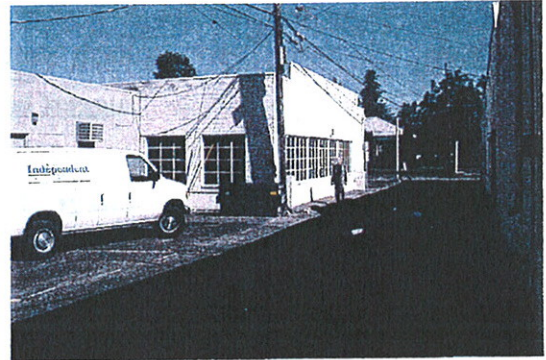
The City and the Woodburn Downtown Association recognized that a more comprehensive program to revitalize the downtown was needed, and in late 1996 secured a grant from the Mid-Willamette Valley Council of Governments to undertake this revitalization planning effort. This plan and the attached comprehensive plan and zoning code amendments, capital improvement program and implementation strategies are the results of this work.

Images

CITY OF WOODBURN Downtown Development Plan



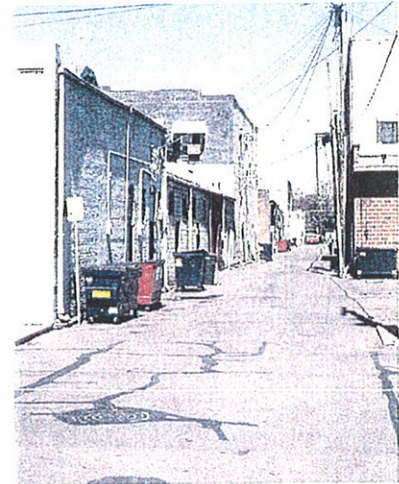
Preserving Chemeketa Community College in Downtown provides an important north anchor that would likely contribute to the future economic vitality of the City.



The "Mayor's" alley creates a unique opportunity to develop a pedestrian oriented connection through Downtown from north to south. It holds the promise of becoming an entertainment and dining district.



Spreading trees on both sides of Front Street would enhance the street, provide visual separation from the rail road main line and help strengthen Woodburn's identity.



The alley is currently used for trash collection and business service entries. Its narrow dimension provides a European scale unlike other wider public streets in Downtown.

THE VISION

The following vision statements describe the future for Downtown Woodburn. These vision statements address a variety of factors important to the downtown, from how the downtown area is perceived by residents and visitors to Woodburn, the physical appearance of streets and buildings, to the health and viability of individual businesses and the Woodburn Downtown Association. Each statement is followed by recommended action items which suggest how the vision can be accomplished.

Image of Downtown

*Downtown projects a positive image, one of progress and prosperity.
Downtown improvements have been visible and well publicized.
Downtown's image consists of a combination of elements - physical appearance, and a look, and feel that it is thriving, safe, and vital.*

Actions to address the image of downtown include:

- Make progress on parking lot and alley improvement projects.
- Emphasize past history and successes.
- Encourage renovation and rehabilitation projects.
- Make downtown an inviting place, with on-going regularly scheduled family-oriented events.
- Recognize that downtown includes residential areas. It is a "Downtown Neighborhood" with a mix of uses.
- Strive for downtown as a thriving business center: hometown business, locally owned and operated, with high levels of personal service.

Safety

Downtown is a safe, secure place for customers, employees, and the general public. Safety and security are assured by volunteer efforts, and by physical improvements such as lighting which provide a sense of security.

Actions to assure safety include:

- Establish a Downtown Neighborhood Watch.
- Design public and private improvements that promote safety and security.

Social

Downtown is a place where a diverse community come together to work, shop, and play. It is a mirror of the community, the community's "living room". All persons in the community feel welcome in, and a part of, their downtown.

Actions to address the social elements of downtown life include:

- Design events to be inclusive to all community groups
- Become a model for economic prosperity in a multi-cultural community.
- Assure that the Woodburn Downtown Association has representation by all cultural groups
- Celebrate the cultural traditions in the community and educate the community in those traditions.

Business Environment

Downtown is a thriving environment for a variety of businesses. The area contains a good mix of types of businesses, a good overall marketing program is in place, and businesses provide friendly, reliable customer service and convenient hours of operation. Individual businesses are clean, attractive and present a good physical appearance.

Actions to support a healthy downtown business environment include:

- Develop a co-ordinated operating strategy for downtown businesses.
- Assure that storefronts have active uses encouraging pedestrian activity and a high quality shopping experience.
- Develop a business recruitment strategy to target and recruit new businesses.
- Reflect the business mix and street activity in amendments to the development code.
- Develop an on-going marketing and promotional training program to broaden full customer market.
- Market opportunities in downtown Woodburn to regional organizations and groups.

Attractors

Downtown is the center of community life, and serves as a focus to define the community's historic and cultural heritage. A community market brings all the of City's diverse communities together every week. Downtown's architecture and unique businesses serve as a regional attractor. In addition, downtown offers events and opportunities that draw people together to mingle, learn, and enjoy.

Actions to provide downtown attractors include:

- Promote cultural diversity through a variety of events and celebrations.
- Include visual and performing arts to celebrate downtown.
- Work to include all segments of the community in all events.
- Assure that the museum reflects the full cultural and ancient history of the community.
- Develop a plan for a community market downtown and coordinate with community events.
- Make downtown an attractor itself.

Neighborhood

Downtown is a part of the City's oldest neighborhood. Businesses, government and employment uses are linked to residential neighborhoods, educational facilities, recreation opportunities and good transportation services. Throughout this central neighborhood, both renovation and new development respect the history and traditions of the community.

Actions to support a downtown neighborhood are:

- Redefine and expand the application of the Downtown Historic District development requirements so that commercial and mixed use developments are encouraged, and a high level of design quality is assured.
- Establish a new neighborhood conservation overlay district for older, central neighborhoods so that new developments respect the history and traditions of the community, and the City's older residential neighborhoods are preserved.

Transportation

Downtown is easily accessible via the local street system, public transportation, and other alternate modes of transportation. Special transportation facilities improve circulation patterns within the downtown, and provide links between downtown and key events and places.

Actions to address downtown transportation and access include:

- Take advantage of the scenic Willamette Valley Rail Road route to the Oregon Gardens.
- Support implementation of the Transportation System Plan.
- Study the feasibility of a Multi-Modal transit center.

Parking

Downtown contains an ample and convenient supply of parking for customers and employees. While it is infeasible to provide downtown parking at the same level as found in shopping centers, good utilization and management of the existing supply of downtown parking has been accomplished.

Actions to address the downtown parking supply include:

- Assure good utilization of existing parking.
- Make good connections between parking and destinations.
- Manage parking for special users, employers, employees.
- Provide revenue opportunities through parking management.
- Make code revisions to recognize the unique parking needs in downtown.
- Assure an inclusive process to implement parking management programs.
- Develop a partnership with the railroad for special event parking and visual improvements.

Implementation

Implementing the vision for downtown has involved both private and public investments. Investments are made in the management structure for downtown, and in capital improvements to improve the physical elements of downtown. Planning for these investments, and examining options to pay for them is an on-going process involving the City, Woodburn Downtown Association, property and business owners.

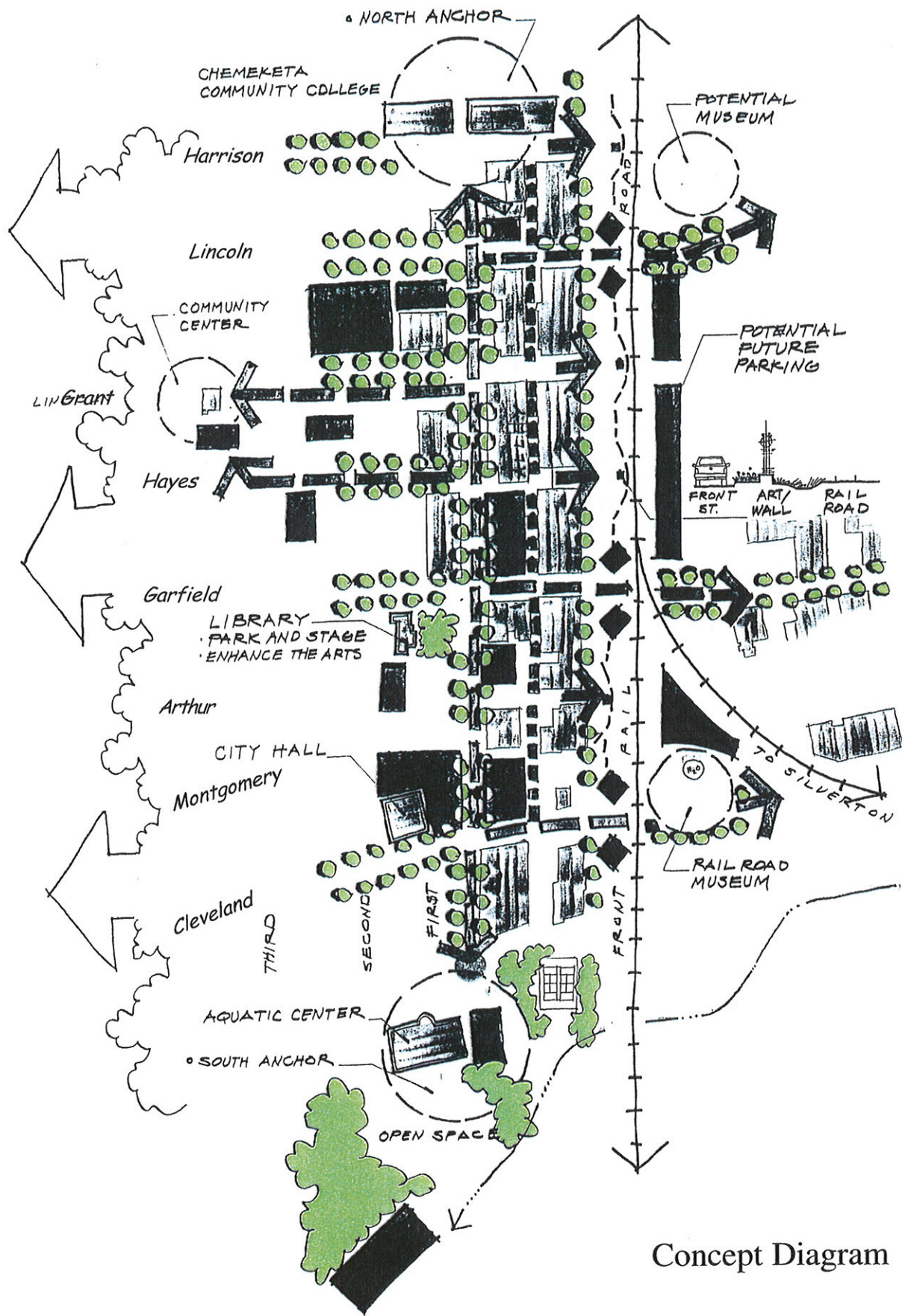
Actions on implementation include:

- Establish secure funding for the Woodburn Downtown Association.
- Establish implementation programs for capital improvements.

THE PLAN

Concept Plan

The revitalization plan for downtown Woodburn has several elements. First, a concept master plan identifies the urban design framework for the area and the physical improvements necessary to achieve the vision. The concept plan is based on the principle that two existing nodes, the aquatic center to the south and the community college to the north, will be strengthened and reinforced as public attractors. These attractors will be linked by safe, attractive streets and pedestrian ways, primarily Front, First and Second.



Concept Diagram

City of Woodburn

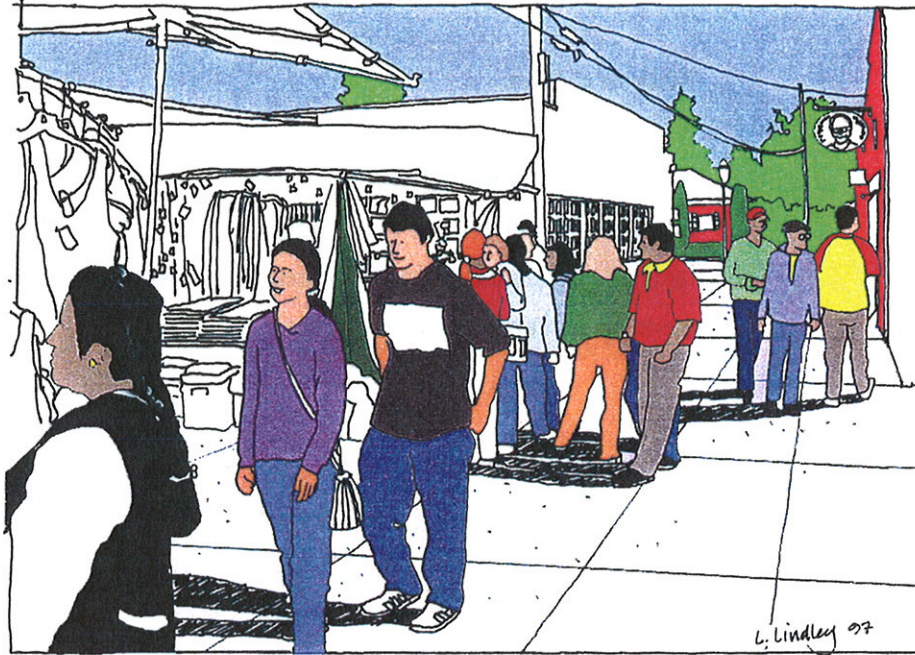
Downtown Development Plan

Spencer & Kupper
 with
 Lloyd D. Lindley, ASLA

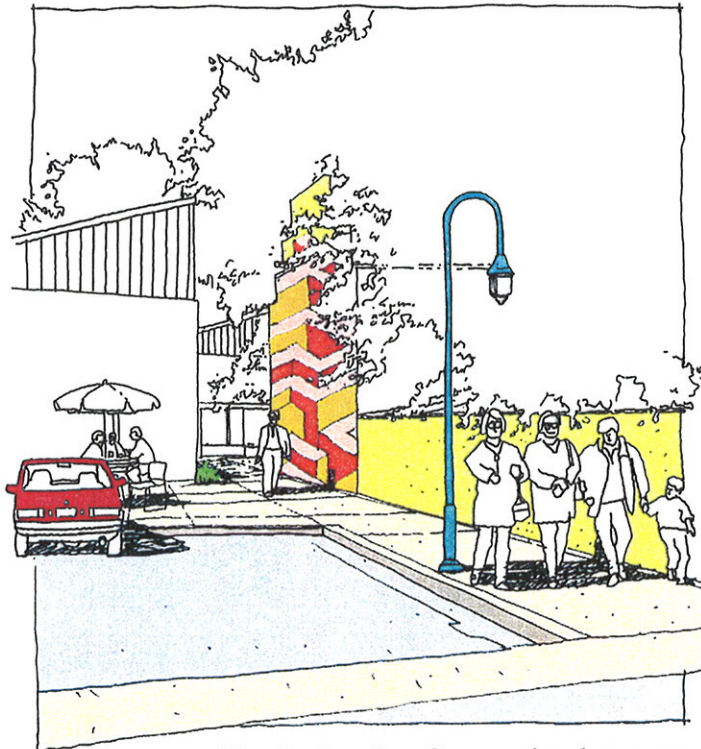
Improvements

East-west streets will be improved by adding street trees, lighting and other amenities in order to form a cohesive downtown district between Front and Second, and to connect to the established residential neighborhood immediately to the west. Connections between important civic facilities, like City Hall, the Library and the Aquatic Center will be improved.

Improvements



The Mayor's Alley at Chemeketa Community College



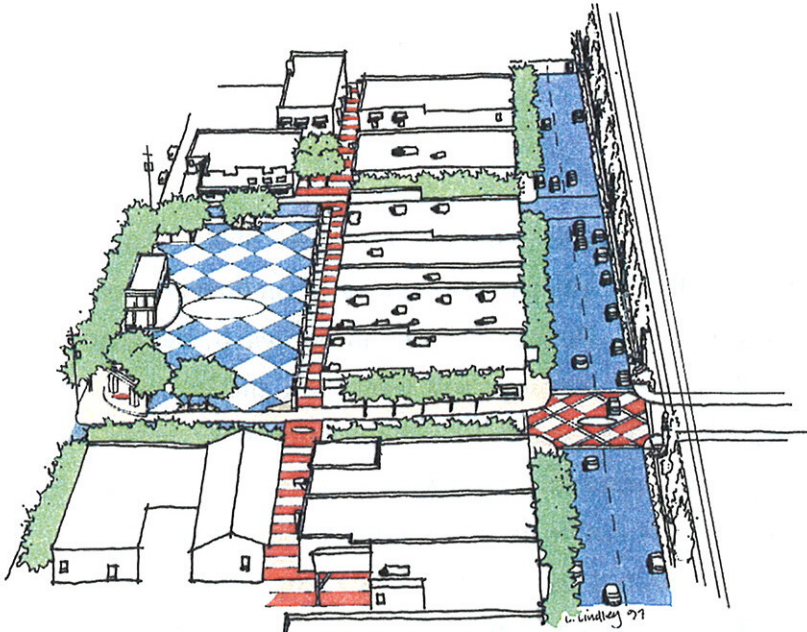
The Pedestrian Connection between
City Hall and the Library

Mayor's Alley

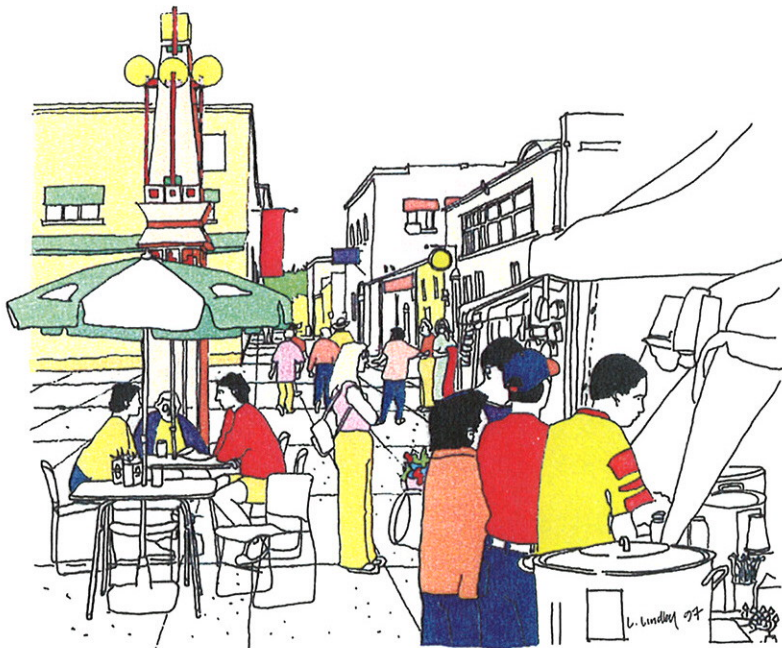
The Mayor's Alley between First and Front will be improved its entire length as a pedestrian way. Lighting, paving, trash enclosures and landscaping should be incorporated, and businesses are encouraged to develop entrances onto the alley.

Mayor's Alley

CITY OF WOODBURN Downtown Development Plan

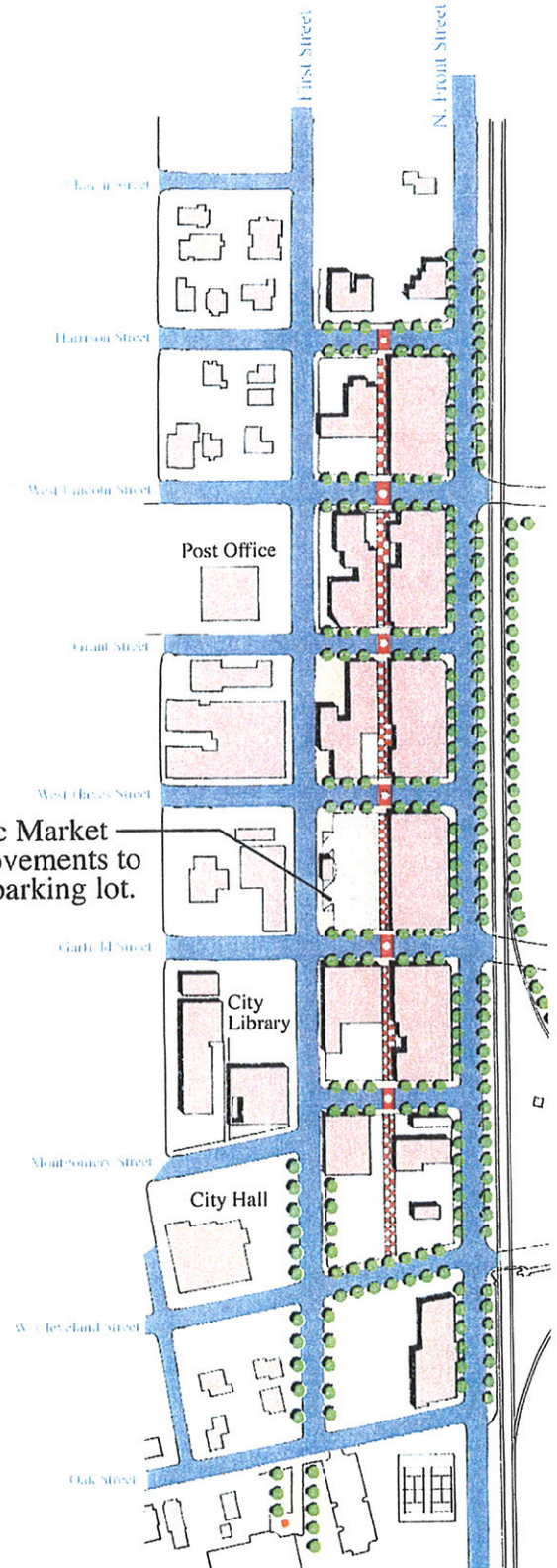


Mayor's Alley would reach from Harrison Street to West Cleveland Street providing a special place for shopping, dining and events within the heart of Downtown.



Mayor's Alley looking north from Hayes Street.

Public Market
improvements to
City parking lot.



Mayor's Alley Improvements - special paving, lighting, trash enclosures, and furnishings.

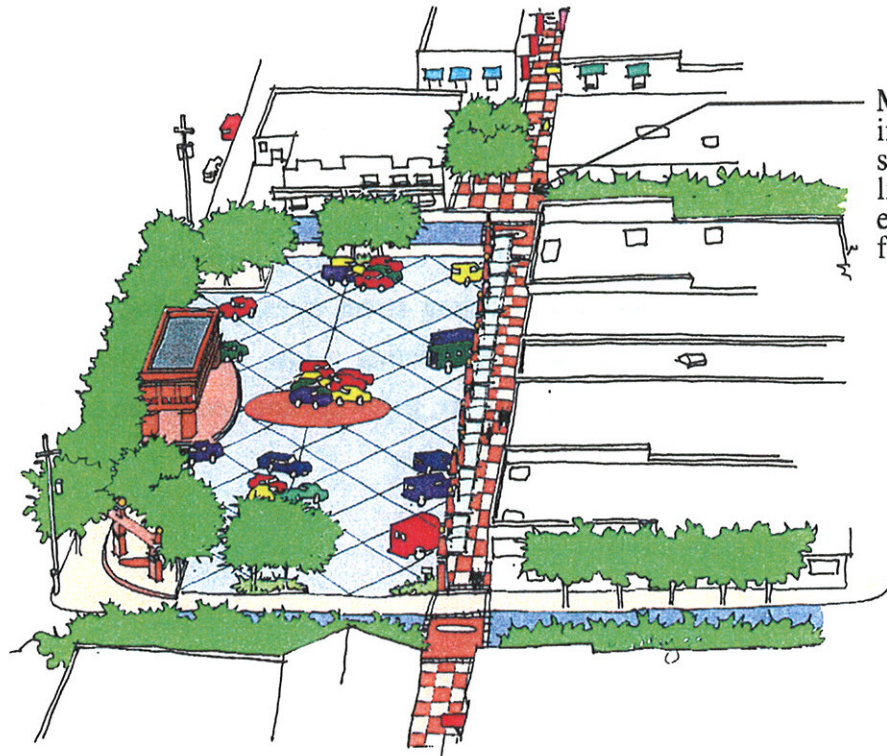


Public Market

Opportunity for a third public attractor, a flexible public market location, is planned for the city parking lot located on First between Hayes and Garfield Streets. During weekdays, the lot will be designed for parking. On specific evenings and weekends, the lot can be converted to a public market location with utility connections, lighting and supporting improvements. The paving surface will remain asphalt, but simple paint can be used to simultaneously organize the space for parking and festival market uses. In the long term, a shelter or other structure should be considered as a permanent improvement.

Public Market

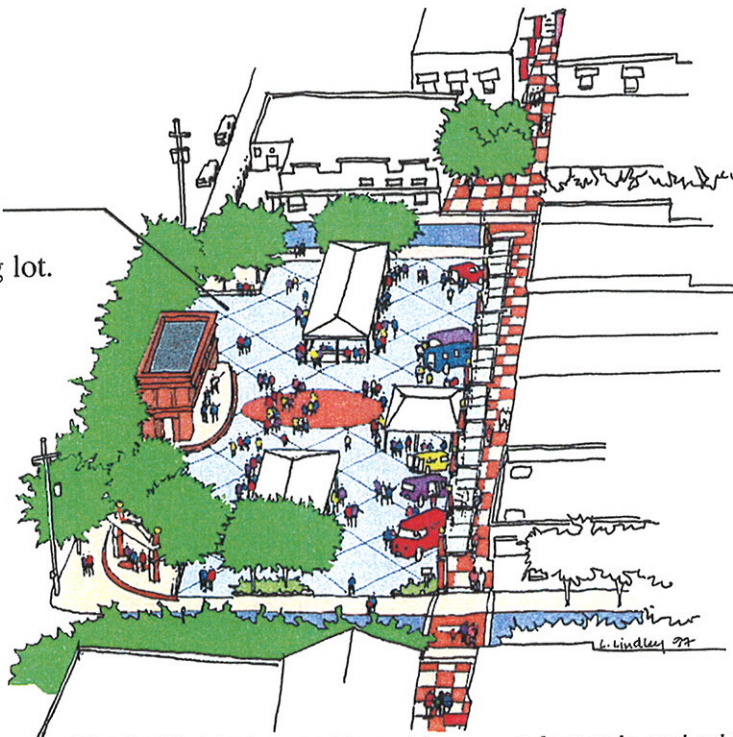
CITY OF WOODBURN
Downtown Development Plan



Mayor's Alley improvements - special paving, lighting, trash enclosures, and furnishings

During off-market and event times, public parking would occur within the public market parking area.

Public Market improvements to City parking lot.

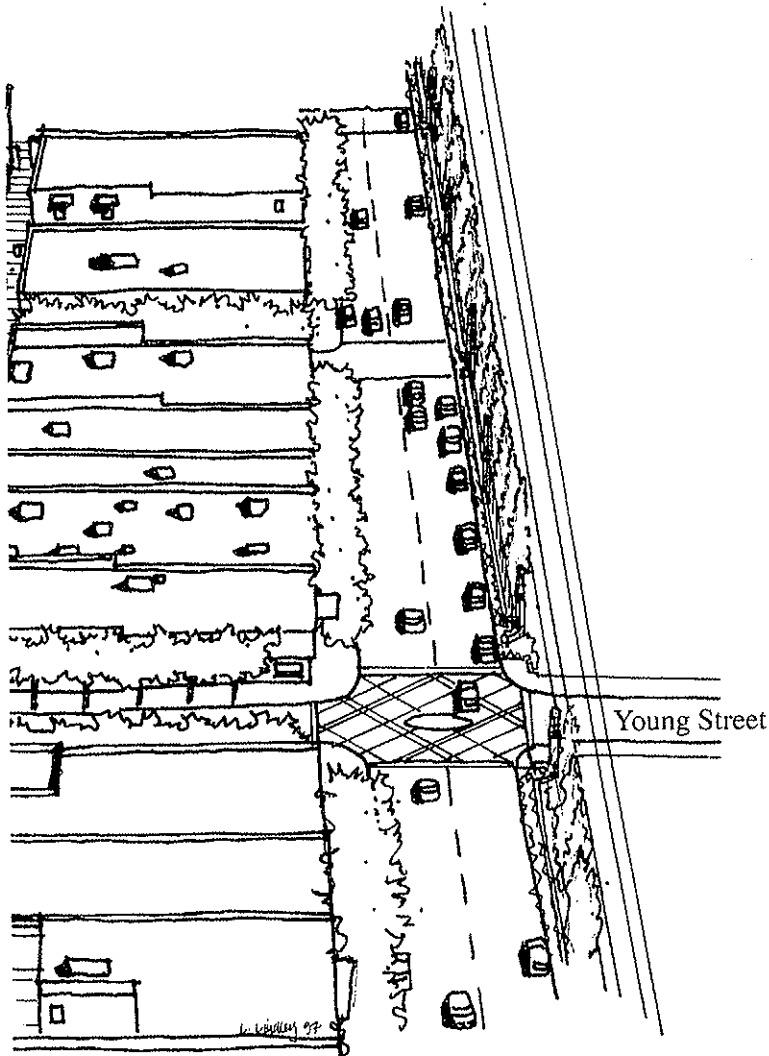


The Public Market would provide an area for trucks and vehicles, as well as tents for selling produce and other items. In the long term, a band shell might be constructed to provide entertainment for the Public market and other events.

Details

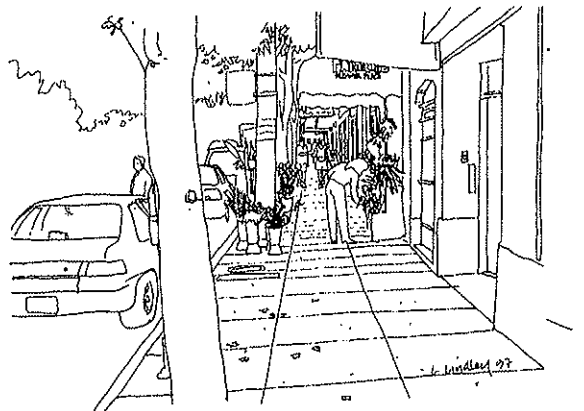
Front Street and the rail road yards to the east will be improved by replacing existing street trees, providing landscape screening and eventually by creating a low wall on the east side of the street incorporating art, gateways and pedestrian crossing improvements.

Details

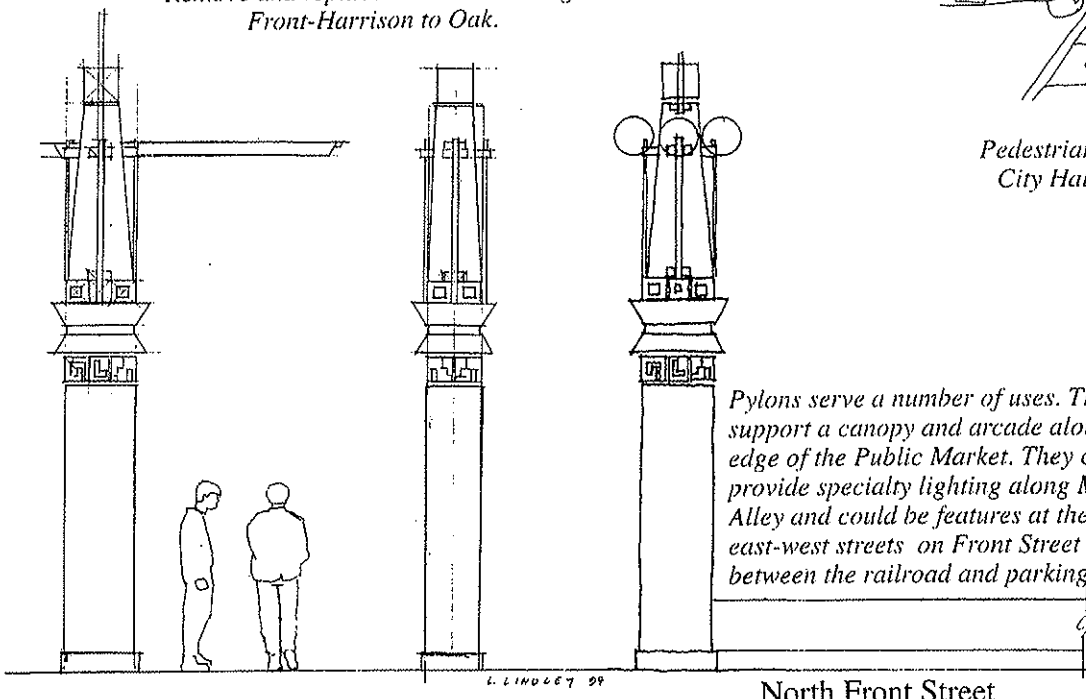


Young Street

*Remove and replace street trees along
Front-Harrison to Oak.*



*Pedestrian connection -
City Hall to Library.*

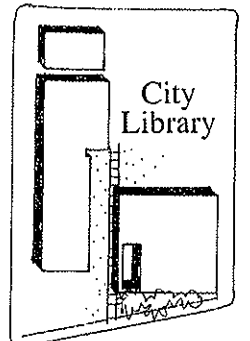


*Pylons serve a number of uses. They would
support a canopy and arcade along the east
edge of the Public Market. They could
provide specialty lighting along Mayor's
Alley and could be features at the end of
east-west streets on Front Street
between the railroad and parking.*

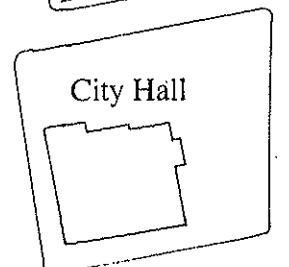
North Front Street



*Street trees and furnishings on east-west street
between First and Front - Oak, Cleveland,
Arthur, Garfield, Hayes, Grant, Lincoln, Harrison*



City Library



City Hall

Priorities

The physical improvements that comprise the plan were evaluated for priority by the Steering Committee. The individual projects and priority are summarized. Cost estimates have been prepared for the near and mid term priority projects, and a draft capital improvement program for downtown projects has been prepared. This information is included as an attachment to this report.

Project Description	Priority
Mayor's Alley Improvements- Special paving, lighting, trash enclosures, furnishings.	Near Term
Street trees and furnishings on east-west streets between First and Front- Oak, Cleveland, Arthur, Garfield, Hayes, Grant, Lincoln, Harrison	Near Term
✓ Remove and replace street trees along Front- Harrison to Oak- <i>done</i>	Near Term
Public Market improvements to City parking lot. Special Columns and Shelter	Near Term Long Term
Pedestrian connection- City Hall to Library	Mid Term
Screen lumber yard from Front Avenue with fence and landscape improvements	Mid Term
Improve north side of aquatic center to tie into Downtown.	Mid Term
✓ Improve First Street including street trees, pedestrian intersections, lighting, furnishings- Harrison to Oak	Mid Term
Create a stop in Downtown Woodburn- High Speed/Commuter/Excursion Rail	Long Term
Walking plaques for historic places	Long Term
Underground overhead wires	Long Term
Public parking lots east side of the Railroad.	Long Term
Pedestrian and bike connections between Downtown and regional parks	Long Term
Railroad Museum/restaurant spanning tracks improvements to east side parking.	Long Term
Wall/art, gateways, pedestrian improvements and pedestrian crossings at RR on the east side of Front Avenue- Harrison to Oak	Long Term

THE ACTION

Achieving the vision for downtown Woodburn will require some extraordinary effort and investment by both the city and downtown business and property owners. A partnership has begun with the preparation of this revitalization plan, and will need to continue in order for the plan to be realized. A key element of this partnership is the continuing efforts of the Woodburn Downtown Association.

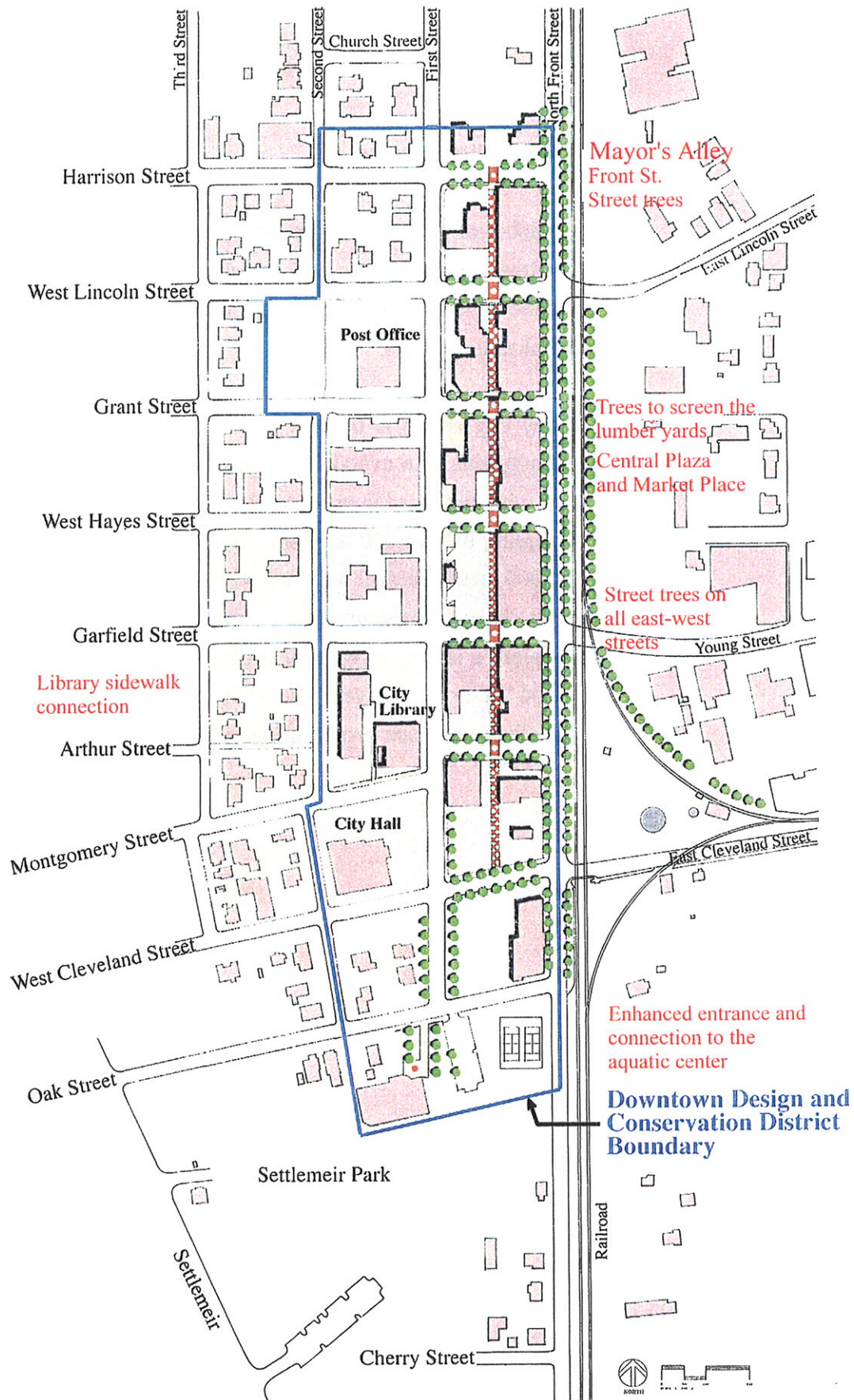
City and Other Public Partners

The city has already taken a significant step to implement the plan by adopting amendments to the Comprehensive Plan and Zoning Ordinance to create a revised and expanded Downtown Design and Conservation District.

The city has also adopted a Neighborhood Conservation Overlay District, and applied the district to the residential neighborhood immediately west of downtown and extending to Settlemier Street. Copies of these Comprehensive Plan and Zoning Ordinance amendments are attached to this report.

Near Term Plan

CITY OF WOODBURN Downtown Development Plan



Public Policy Actions

A number of public policy actions were identified and prioritized by the Steering Committee and are summarized. These actions will provide guidance for city decision-makers to further downtown revitalization efforts.

A key city action is to develop a program for downtown public improvements. An overall improvement strategy is recommended to start with an annual improvement budget of approximately \$40,000 increasing by \$10,000 annually for a five year period. Maintain a \$80,000 annual budget for the next five years, but anticipate that an urban renewal program may be implemented, and bonds sold to complete a larger package of projects during the second five year period. The full ten year budget is approximately \$730,000. The capital improvement program is attached to this report.

Woodburn Downtown Development Plan

Public Policy Actions

Description	Priority	Cost
Consider capital improvement plan recommendations for downtown improvements. Incorporate in City's overall CIP.	Near Term	Varies by Year
Work with task force and railroads to locate high speed rail, commuter rail and excursion train station. Address restrictions on revenue services out of the "Y".	Near Term	NA
Develop shared parking policy and parking management program.	Near Term	\$5000
Extend Downtown Historical District review to all commercial development Downtown	Near Term (Completed)	NA
Extend development review to surrounding residential areas	Near Term (Completed)	NA
Evaluate the feasibility of creating an urban renewal district to provide a long-term funding mechanism for downtown improvements.	Mid Term	\$25,000
Work with Chem. Community College to form north activity center incorporating new community center and Downtown linkages	Long Term	NA
Fertilizer museum/redevelopment program.	Long Term	NA

The North Anchor

An important long term policy action which has implications for both the downtown and the city as a whole is to work with Chemeketa Community College to expand and improve the downtown campus. The college provides educational services important to the city and to businesses located downtown. It can also serve as a north anchor to downtown, bringing life and activity to the area, and linking the downtown to areas east of the railroad.

North Anchor Diagram

CITY OF WOODBURN
Downtown Development Plan



Woodburn Downtown Association

The Woodburn Downtown Association provides an organization for private sector participation in the revitalization process. The Steering Committee identified a number of activities and priorities to improve private property downtown, and to make businesses more productive. These elements of revitalization are as important as physical improvements and appropriate development controls discussed earlier. The Woodburn Downtown Association is the appropriate organization to take the lead role in undertaking the important tasks listed below.

A first and high priority is to put in place a stable funding program for the WDA. An economic improvement district funding source has been utilized by a number of downtown associations throughout the state, and assistance is available through the Oregon Downtown Development Association (ODDA).

Once the organization is stabilized, several efforts focused on downtown businesses have high priority. First, a business assistance program, possibly in conjunction with the community college, will provide business by business training and advice in marketing, customer services and other business practices. Assistance is also available through ODDA. Second, a business recruitment strategy will evaluate the strengths and weaknesses of downtown and the existing business mix, and will identify new types of businesses which will be the target for recruitment efforts. These activities will be completed over a one to three year time frame, and will require the participation of downtown business and property owners and their public partners.

Woodburn Downtown Development Plan

WDA Program Activities & Priorities

Description	Priority	Cost
Establish EID for stable WDA funding (WDA/ODDA)	Near Term	\$5000
Business Assistance Program- Training, marketing, services (WDA/ODDA)	Near Term	\$5000/year 3 year program
Advertising and Promotion Program- Museum, events, restaurants, Oktoberfest, St. Paul Rodeo, Silverton - Oregon Garden (WDA/ODDA)	Near Term	\$5000 first yr \$2500/yr
Pick-up / Clean-up / Maintenance Program (WDA/ODDA)	Near Term	\$2500 first yr \$1000/yr
Storefront Design and Improvement Program (WDA/ODDA) Design Services per year (4 buildings) Improvements (\$10,000/building, 4 bldgs) ¹	Near Term	\$4000/year \$40,000/year
Business Recruitment Strategy (WDA/ODDA)	Near Term	\$2500 first yr \$1000/yr
Establish safety task force for downtown area (WDA/ODDA)	Near Term	NA
Establish action program for a downtown public market (WDA/ODDA)	Near Term	\$2500
District programs for street furnishings, signage, street trees, public art and memorial plaques	Long Term	\$5000
Develop plan for new community center at Community College: use as north anchor for downtown	Long Term	\$10,000
Redevelop downtown theater for performing arts	Long Term	NA
(WDA/ODDA): Woodburn Downtown Association/Oregon Downtown Development Association Activity. May be completed as part of ODDA contract.		

¹May be grant or loan program through local banks.

DOWNTOWN WOODBURN DEVELOPMENT PLAN

August, 1998

WOODBURN COMPREHENSIVE PLAN AMENDMENTS

**TO INCORPORATE CHANGES RELATED TO DOWNTOWN
REVITALIZATION**

City of Woodburn, Oregon

Council Bill No. 1892

Ordinance No. 2217

Adopted by the Woodburn City Council on June 8, 1998

COUNCIL BILL NO. 1891

ORDINANCE NO. 2216

AN ORDINANCE AMENDING THE WOODBURN COMPREHENSIVE PLAN TO INCORPORATE CERTAIN CHANGES RELATED TO DOWNTOWN REVITALIZATION AND DECLARING AN EMERGENCY.

WHEREAS, the Woodburn Comprehensive Plan establishes certain land uses, and

WHEREAS, the City of Woodburn, in conjunction with the Woodburn Downtown Association secured a grant from the Mid-Willamette Valley Council of Governments to develop a program for the revitalization of the old downtown area; and

WHEREAS, a product of this downtown revitalization effort was to make certain legislative amendments to the Woodburn Comprehensive Plan;

WHEREAS, public hearings were conducted by the Planning Commission and City Council to receive needed input from the citizens of Woodburn into said legislative revisions;
NOW, THEREFORE,

THE CITY OF WOODBURN ORDAINS AS FOLLOWS:

Section 1. The Woodburn Comprehensive Plan is amended to add and incorporate the modifications contained in Attachment "A".

Section 2. This ordinance being necessary for the immediate preservation of the public peace, health, and safety, an emergency is declared to exist and this ordinance shall take effect immediately upon passage by the Council and approval by the Mayor.

Approved as to form: 
City Attorney

6-2-98
Date

APPROVED: 
Nancy A. Kirksey, Mayor

Passed by the Council

Submitted to the Mayor

Approved by the Mayor

June 8, 1998

June 9, 1998

June 9, 1998

Filed in the Office of the Recorder

June 9, 1998

ATTEST: Mary Tennant
Mary Tennant, City Recorder
City of Woodburn, Oregon

A. Commercial

There is a total of approximately 483 acres of commercial land inside the UGB and the city limits. Of this 483 acres there are approximately 252 acres which are developed. There is a total of 28 acres which are underdeveloped. The remaining 203 acres of Commercial land is considered undeveloped. There are essentially five locations for commercial activity.

The first is the downtown area which forms an historic center for the city. This was the bustling commercial center when the main form of transportation was the railroad. However, since the development of automobile transit the downtown has been largely bypassed and ignored as new businesses flocked first to Highway 99E and then to the I-5 Interchange to receive the benefits of high traffic and visibility. The downtown is an area of older buildings and contains some of the most historic sites in Woodburn, most notably the old City Hall, the Settlemier House, the old Woodburn Public Library and many other fine residences and commercial buildings which were constructed prior to the turn of the century, or shortly thereafter. While the buildings are in generally good condition, the lack of business activity in recent years has lead to a decline of the maintenance of these buildings. An overall renovation and beautification of this commercial area is encouraged by the city. With redevelopment and renovation of this area a historic theme should be developed. Incentives of lower System Development Charges (SDC's) and Traffic Impact Fees (TIF's) should be used to encourage those who renovate existing buildings. Cottage industries, and specialty shops should be encouraged to develop in the areas immediately surrounding the Downtown Historic District (DHD) and professional offices that are not necessarily dependent on high levels of vehicular traffic.

The second Commercial location is along Highway 99E. This area can be defined as a strip commercial development. Although much of this commercial land use began in the County prior to zoning, the city until recent years has not taken any measures to stop the spread of commercial development. The city is now taking an active role in the improvement of this Highway 99E commercial development. Through the Site Plan Review process upgrades and beautification of this commercial area are possible. One of the current steps in this improvement is to encourage redevelopment at higher densities. This is accomplished by allowing growth upwards instead of outward. Another improvement of this commercial zone is through driveway consolidation. This is accomplished by the Access Management Ordinance, through which the overall objective is to consolidate driveway access points to provide for smoother traffic flows with less disruptions. The Ordinance is in place to cover the area North of Lincoln street to the Northern City Limits. Future work should include covering the area South of Lincoln street to the Southern extents of the commercial zoning.

The third commercial area in Woodburn is the I-5 Interchange. This area serves as an interstate service center. It is a freeway oriented service center. This area also has a more regional retail orientation than the rest of Woodburn. Improvements to the interchange are needed to accommodate development, facilitate traffic flows and to alleviate congestion.

The fourth commercial area is the 214/211/99E "Four Corners" intersection. This area has become an important commercial district within the city. This "Four Corners" area serves as a local retail

topographic variation, and this, combined with a well established urban forest and dense pattern of existing development has minimized any impact of potential scenic views and sites. The City's elevation varies no more than forty feet to fifty feet within the entire planning area. The City will, however, be sensitive to the potential for scenic views when reviewing new development requests.

K. Water Areas, Wetlands, Watersheds and Groundwater Resources

The City is in the area encompassed by the Pudding River Watershed. A Pudding River Watershed Council has been established for this watershed area and the city is an active participant in this council. Creeks in the city include Mill Creek in the central part and Senecal Creek on the western edge. Both creeks run in a generally northeasterly direction.

The State Department of Environmental quality has provided the City with information identifying a sensitive shallow groundwater aquifer underlying the entire City and urban fringe. The City's drinking water is drawn from deeper sections of the aquifer which are not considered sensitive. The aquifer is drawn down in the summer and fall months, but recovers to approximately the same annual level after heavy winter rains, normally 30-40 inches. Recharge of the aquifer appears to be primarily from surface water infiltration. The City is aware of the potential impacts to groundwater that underground storage tanks, storm drainage, chemical spills, residential on-site sewage disposal systems, and other similar land uses can have. Therefore, through the Zoning Ordinance Chapter Eleven, Site Plan Review Process, the City will notify DEQ of any request to develop, change, alter, or expand property in any way that could potentially impact groundwater and further, the City will support and enforce any requirements or recommendations proposed or mandated by State law or agency.

The area north of Highway 214 to the northern City Boundary along Mill Creek has been identified as Wetland areas by the Division of State Lands.

L. Wilderness Areas

Wilderness areas are not present in Woodburn according to the LCDC definition for the natural resource.

M. Historic Areas, Sites, Structures, and Objects

Historic areas, sites, structures, and objects within the City include:

The following structures are the most notable based on age, unique architecture, and historical significance.

- The Settlemier House at 335 Settlemier;*
- The City's Old City Hall at 550 First Street;*
- The Original City Library at 280 Second Street; and*
- The Bank of Woodburn Building (1891) at 347 Front Street, and*
- The Bank Building (1890) at 199 Front Street and Arthur*

The Settlemier House located at the corner of Settlemier and Garfield and the original Woodburn City Hall are both listed on the National Register of Historic Places. These two are important historic sites in Woodburn. Several older homes in Woodburn in the downtown area are of interest for historic and architectural reasons.

~~The following list of sites represents a prioritized inventory of potential historic buildings that when the opportunity arises, should be given assistance by the City of Woodburn in seeking funds for historic preservation.~~

~~The following structures are the most notable based on age, unique architectural and historical significance:~~

- ~~—The Original City Library, and~~
- ~~—The Old Bank on Front and Arthur Original City Hall on First and Lincoln~~
- ~~—the Bank of Woodburn (1891)~~

The Original City Library was erected in 1914. It consists of two stories and serves as an annex to the new library. The structure is faced with light clay brick and is styled in a Carnegie design which calls for a practical rather than a cosmetic facade.

The original City Hall was built approximately the same time as the library which also consists of the Carnegie Design which was quite prevalent as an architectural standard for public buildings for that period.

~~The Old Bank on Front and Arthur was build in 1890 and was called the Bank of Woodburn.~~

The Bank of Woodburn at 347 Front Street consists of a two story structure that still has extruded trim and decorated parapet on the second story.

~~The second story served as a meeting area for the Chamber of Commerce and other community groups.~~

~~The Natural and Cultural Resources section of the Comprehensive Plan identifies two specific policies regarding historic structures and sites. The first L-4 encourages the inventory, restoration and preservation of historic buildings and the second L-12 requires all applications for development that involve historic buildings to be reviewed by the Planning Commission with findings and recommendations concerning the status of the building.~~

Recently, the City adopted a new Downtown design and Historic Conservation District, expanded its boundaries and implemented specific design criteria that affects new construction and rehabilitation of existing structures, which includes the Old City Hall (currently inventoried in the Comprehensive Plan as a historic structure and on the State register of historic places). Land uses within this new zone have been reevaluated for compatibility with the intent and purpose of the Historic Conservation District, and for appropriateness based on the scale and capacity of the district itself. Uses that were too large a scale or required special off-street parking requirements were removed from the list of permitted uses.

In addition, the area that is to the west and contiguous to the Downtown Design and Conservation District from Second Street to Settlemier Avenue and from Harrison Street to Oak Street reflects the type of housing stock that accompanied the growth and development of the old downtown.

Historically, this area is an integral part of the Downtown Design and Conservation District (DDCD) and therefore should, to the greatest degree possible, be afforded similar protections similar to the DDCD. To accomplish this objective building standards are encouraged that add architectural details such as dormers, bays or steep roofs to reflect building designs that are characteristic for that period of time for new dwellings, offices or stores or their accessory structures built in this area or other areas in the City that are identified as needing similar protection.

This was done by implementing an overlay zone district. One that does not alter the uses allowed in the underlying zone district or affect existing structures but does impose additional "cosmetic" standards on new construction.

The City will continue to pursue an accurate inventory and applicable ordinance to preserve and protect the City's valued historic structures and sites.

N. Cultural Areas

Cultural areas have not been identified in Woodburn.

O. Potential Approved Oregon Recreation Trails

Potential and approved Oregon recreation trails within Woodburn have not been identified by the

C. Industrial Land

The problems with projecting needed industrial land are the same as that with commercial land. However, an added problem is created by the City's desire to increase the amount of industrial land in the future. The reasons are as follows:

1. The City would like to increase the amount of local jobs. Woodburn's household income is fairly low which is caused in a large part by a portion of the community being retired and low income. The City believes that by insuring that new migrants in the City will be coming to fill local jobs rather than coming to live in new retirement communities will help reverse this present demographic makeup.
2. The City is becoming an integrated, full-fledged community rather than a bedroom community for Portland or Salem. Because of this, more local jobs would have to be provided to insure that all residents can find jobs locally if they so desire.
3. The Economic Element of the Comprehensive Plan indicated that Woodburn is presently heavily reliant on the agricultural and Manufactured Home Industries. However, we are seeing a transition to manufacturing and service oriented business. The City would like to diversify to include other industries which are less subject to the fluctuations of the housing and agricultural markets.

D. Downtown Development

This section of the comprehensive Plan outlines the history, the presence, and the future of the Woodburn ~~Central-Business~~ *Downtown Design and Conservation District (GBDDDCD)*. This discussion will briefly touch on some of the elements that helped shape the ~~GBD DDCD~~, how it survives today as a retail/industrial center, and what directions are seen as appropriate for future growth and prosperity.

It is important to note that for any downtown area to survive in today's commercial climate, a concerted effort must be made by City officials, property owners, and businessmen alike to put plans into action, and turn ideas into reality.

Woodburn's ~~Central-Business~~ *Downtown Design and Conservation District*, once a strong, vital center for trade in agriculture and industry, has experienced a gradual and steady decline as the automobile has replaced the train as a primary means for transporting goods.

In the early 1970's, State Highway 214 was constructed to the North, leaving the Woodburn ~~GBD DDCD~~ without any primary highway access.

~~Within Woodburn's CBB, industry has declined, and retail trade has declined until today, the CBB supports deteriorating buildings, and few retail services.~~

Recent efforts on the part of public and private planners to design programs to revitalize downtown have not proven entirely successful, due in part to the philosophy that, downtown should be competing with regional shopping centers as a primary retail environment.

It is the purpose of this section to propose a rational direction for growth, emphasizing the development of small scale cottage industry along with a tight cluster of neighborhood retail business. ~~This will effectively eliminate competition with the regional retail shopping malls and allow the downtown to survive with its own identity and locally generated economy.~~

~~The Downtown area has been designated as a local Historic district (see map pg 95). The city encourages renovation of the existing structures, establishing criteria for future development in this Historic District. Economic incentives for renovation may be possible to help revitalize this important area. These economic incentives may include reductions in System Development Charges (SDC's), reduction in Traffic Impact Fee's (TIF's) all of which will be determined on a case-by-case basis.~~

IX. GOALS AND POLICIES

The City has established the following goals and policies as general guides for urban development. (Other elements of the Plan have more specific policies relating to the various subjects dealt with in those elements). However, in general these policies will be the guiding factors in decisions relating to land use.

LAND USE DEFINITIONS

Low Density Residential - Residential housing which is developed at less than 6 dwellings units per gross acre, where low density residential is historically considered single family detached housing, has been the predominant development form. However, in the future other forms of development will undoubtedly occur at greater densities.

Typically, low density development may be single family detached housing, single family attached housing, Manufactured Home subdivision (selling lots to Manufactured Home owners), planned unit developments, at 12 or less units per acre. Development should have a high proportion of owner occupied housing, as conventional single family subdivisions do today.

High Density Residential - Residential developments which have density greater than 12 dwelling units per gross acre but less than 25 dwelling units per gross acre are considered high density

relying on the private automobile to go from shop to shop. Therefore, acreage site lots should be encouraged to develop "mall type" developments that allow a one stop and shop opportunity. Commercial developments or commercial development patterns which require the use of the private automobile shall be discouraged.

- B-4. Architectural design of commercial areas should be attractive with a spacious feeling and enough landscaping to reduce the visual impact of large expanses of asphalt parking areas.
- B-5. It would be of benefit to the entire City to have the ~~historical center of Woodburn's Downtown Design and Conservation District~~ an active, healthy commercial area. Downtown redevelopment should be emphasized and the City should ~~in its actions, encourage new commercial development to locate downtown when appropriate~~ encourage property owners to form a local improvement district to help finance downtown improvements.
- B-6. Commercial office and other low traffic generating commercial retail uses can be located on collectors or in close proximity to residential areas if care in architecture and site planning is exercised. The City should insure by proper regulations that any commercial uses located close to residential areas have the proper architectural and landscaping buffer zones.
- B-7. The Downtown Goals and Policies are included in Section IX of the Plan and are intended as general guidelines to help the City and its residents reshape the downtown into a vital part of the community. Generally, development goals are broken into four categories, short term goals, intermediate term goals, long term goals, and continual goals. Whenever development is proposed within the CBD these goals should be reviewed and applied as necessary so as to maintain balance and uniformity over time.

C. Industrial Land Use Policies

Policies

- O-1-1. The City shall review its subdivision and construction codes periodically to insure that the construction types which most conserve energy are encouraged in this City, but not at the expense of health and safety. The City shall encourage new construction types, within the limits of what can be permitted due to health and safety requirements, to permit further use of the solar energy which is available in the Woodburn area.
- O-1-2. The City shall attempt to retrofit, when it becomes cost effective, city buildings and structures so that they may be more energy efficient.
- O-1-3. In all new construction for the City energy systems which rely less on fossil fuels shall be investigated, and if cost effective at a long term, shall be utilized.
- O-1-4. Encourage a minimum energy conservation standard for existing residential buildings.
- O-1-5. Revise land development standards to provide solar access.
- O-1-6. Encourage investments in solar energy by protecting solar access .
- O-1-7. Offer developers a density bonus for development utilizing energy conservation and solar energy measures.

P. Downtown Development Design and Conservation District (DDCD) Goals and Policies

Vision for Downtown Woodburn

During 1997, City officials, downtown business and property owners, Downtown Woodburn Association and interested citizens developed vision statements describing character and future revitalization of the Downtown. These vision statements shall be recognized by the City as the overall expression of Downtown's future.

- 1. **IMAGE OF DOWNTOWN:** *Downtown projects a positive image, one of progress and prosperity. Downtown improvements have been visible and well publicized. Downtown's image consists of a combination of elements - physical appearance, and a look, and feel that it is thriving, safe, and vital.*
- 2. **SAFETY:** *Downtown is a safe, secure place for customers, employees, and the general public. Safety and security are assured by volunteer efforts, and by physical improvements such as lighting which provides a sense of security.*
- 3. **SOCIAL:** *Downtown is a place where a diverse community comes together to work, shop, and play. It is a mirror of the community, the community's "living room". All persons in the community feel welcome, and a part of, their downtown.*

4. **BUSINESS ENVIRONMENT:** *Downtown is a thriving environment for a variety of businesses. The area contains a good mix of types of businesses, a good overall marketing program is in place, and businesses provide friendly, reliable customer service and convenient hours of operation. Individual businesses are clean, attractive and present a good physical appearance.*
5. **ATTRACTORS:** *Downtown is the center of community life, and serves as a focus to define the community's historic and cultural heritage. A community market brings all of the City's diverse communities together every week. Downtown's architecture, the aquatic center and unique businesses serve as a regional attractor. In addition, downtown offers events and opportunities that draw people together to mingle, learn, and enjoy.*
6. **NEIGHBORHOOD:** *Downtown is a part of the City's oldest neighborhood. Businesses, government and employment uses are linked to residential neighborhoods, educational facilities, recreation opportunities and good transportation services. Throughout this central neighborhood, both renovation and new development respect the history and traditions of the community.*
7. **TRANSPORTATION:** *Downtown is easily accessible via the local street system, public transportation, and other alternate modes of transportation. Special transportation facilities improve circulation patterns within the downtown, and provide links between downtown and key events and places.*
8. **PARKING:** *Downtown contains an ample and convenient supply of parking for customers and employees. While it is not possible to provide downtown parking at the same level as found in shopping centers, good utilization and management of the existing supply of downtown parking has been accomplished.*
9. **IMPLEMENTATION:** *Implementing the vision for downtown has involved both private and public investments. Investments are made in the management structure for downtown, and in capital improvements to improve the physical elements of downtown. Planning for these investments, and examining options to pay for them is an on-going process involving the City, Woodburn Downtown Association, property and business owners.*

Short Term Goals and Policies

Goal

- P-1. ~~Repair and Improve Buildings within the CBD:~~ *Rehabilitation and Financing of the DDCD*

Policies

- P-1-1. *Because of the decline in both business and industry downtown, many buildings have been abandoned and stand in a state of serious disrepair. It is important in the short term that these undesirable, unsafe structures be condemned and demolished if repair and maintenance is not practical.*

Many buildings have been altered without regard to their surroundings, succumbing to short term fads, leaving the buildings quickly looking out of date and incongruent. It is recommended that a system for removing selective building

elements, cleaning, maintaining, painting, and adding selective elements be initiated by property owners with overview from a downtown development review committee the Woodburn Downtown Association (WDA).

- P-1-2. Encourage a balanced financing plan to assist property owners in the repair and rehabilitation of structures. The Plan may include establishment of the following:

a. Provide on-going investments in downtown improvements.

ab. Economic Improvement District - a designated area, within which all properties are taxed at a set rate applied to the value of the property with the tax monies used in a revolving loan fund for building maintenance, and improvement.

bc. Local, State, & National Historic District - a designated district within which resources, and properties are inventoried and identified for historic preservation.

cd. Establish a "501 C-3" tax exempt organization for the purpose of qualifying for grants.

e. Analyze the feasibility of establishing an urban renewal district as a long-term funding source for Downtown improvements.

f. Adopt a capital improvement program and funding strategy for Downtown improvements. Capital improvements shall be designed and constructed to be in harmony with the concepts portrayed in the Woodburn Downtown Development Plan, 1997.

g. Update the Downtown improvement capital program at least every five years, and involve the Woodburn Downtown Association, property and business owners in the update process.

Goal

- P-2. Improve Citizen Involvement in the GBB DDCD.

Policies

~~P-2-1. The GBB should continue to be the locale for City wide activities: (e.g.) spring clean-up, crazy days, farmfest, fiesta days, etc. By developing a set of year-round activities, and publicizing through a downtown "Calendar of Events", the GBB will be recognized as a vital positive element of the city as a whole.~~

- P-2-21. Encourage the organization of a downtown business watch group, where property owners can assist police in eliminating undesirable, illegal behavior in the GBBDDCD.

P-2-32. Business owners should encourage the involvement and education of their employees in downtown activities, such as the Woodburn Chamber of Commerce and the WDA. ~~"Warm Welcome" program. This will generate a greater sense of pride and sense of place for employees who will in turn pass their feelings and attitudes along to family and friends.~~

- P-2-3. *Encourage the City and the Woodburn Downtown Association to oversee all development and ensure general conformance with this document.*

Goal

- P-3. Improve Open Space Within the GBB DDCD.

Policies

- P-3-1. ~~Improve Library Park for year-round use, by adding lighting, landscaping, wall graphics, information station, gazebo, etc. Library Park represents downtown's only area of usable open space. By improving it and making it more usable, more people will frequent the downtown area.~~

- P-3-2. ~~Introduce new plant materials to Front Street Right-of-way the Downtown Design and Conservation District, including:~~

~~Ground cover;
Shrubs; and
Trees.~~

~~A program to introduce new plant materials would enhance the appearance of the entire Front Street segment of downtown. Participation on the part of both the City and the downtown merchants will be needed to see these projects through to a reasonable conclusion.~~

- P-3-32. Design a set of uniform sign graphics for the GBB DDCD. Using control in developing street graphics provides balance and facilitates easy, pleasant communication between people and their environment. ~~A "design review zone" should be established within which all signs and graphics proposed are reviewed and approved by both the City and the "Design Review Board".~~ Points of consideration would include: Area of sign, placement, symbols used, extent of illumination, colors, etc.

- ~~P-3-4. Whenever possible, proposed improvements to buildings and/or open space, should remain in general harmony with the concepts portrayed in the Chemeketa Community College drawings:~~

Intermediate Term Goals and Policies

Goal

- P-4. Improve Pattern of Circulation Within the GBB DDCD.

- P-4-1. Patterns of pedestrian circulation may be improved through the repair and/or replacement of sidewalks. A means of providing a sense of place within the downtown can be accomplished by replacing damaged sections of sidewalk with a decorative brick like pattern of surfacing. Pedestrian safety can be increased by carrying this surfacing pattern across the streets at each intersection thereby creating a different color and texture over which the automobiles travel.

- P-4-2. Curb ramps should be encouraged at all intersections. Improved wheelchair facilities throughout the CBD DDCD will provide access to a more diverse cross section of the City's population.
- P-4-3. Efforts should continue to evaluate the feasibility of bicycle paths linking the CBD DDCD with City schools and parks. ~~This will encourage young people to frequent the downtown. Patterns established early in a young person's life may last, thereby helping to guarantee continued interest in, and use of the downtown.~~

~~P-4-4. One of the most critical needs of traffic circulation in the CBD is for the relief of on-street congestion along Front and First Streets. At present, conflicts exist between through traffic mixing with local traffic mixing with bicycle/pedestrian traffic. The reorganization and consolidation of the CBD should emphasize an orientation to the west, away from Front Street, and involve expansion of off-street parking.~~

Goal

- P-5. Improve Utilities and Infrastructure *Landscaping* Within the CBD DDCD

Policies

- P-5-1. ~~Overhead power and telephone lines tend to visually conflict with the character of the CBD. Plans for capital improvement should include a schedule for replacement of overhead power and telephone lines with underground facilities utilities.~~
- P-5-2. Without an adequate system of underground irrigation within the CBD DDCD, plans for East Front Street landscaping and for master landscaping throughout the CBD DDCD, including street trees will not be as successful. It is therefore recommended that the City include in its Capital Improvement Programs plans to improve underground irrigation systems along streets and at intersections throughout the CBD DDCD.
- P-5-3. Street lighting can be both ornamental and useful in making the downtown safe and attractive. Cooperation from both private and public interests can result in a street lighting plan that both serves a utility and attracts people to shop in and enjoy the downtown.
- P-5-4. Because of the costs involved in utility and infrastructure *landscaping* improvements and the need to maintain general uniformity in designing improvements *such as landscaping and street lighting*, the downtown merchants Woodburn Downtown Association (WDA) in cooperation with the City should develop a schedule for improvement that phases development and utilizes annual donations from downtown property owners to assist in the purchase and installation costs.

Long Range and Continuous Goals

Goal

- P-6. Attract ~~“Appropriate”~~ New Business to the CBD DDCD

Policies

- P-6-1. To succeed, the CBD DDCD should function in three ways:

As a center for small cottage industry, where goods are produced on a small scale for sale on both a local retail and a regional wholesale level;

As a neighborhood shopping center with retail stores, restaurants, offices and services; and

As a City-wide hub with government and public buildings, arts and entertainment centers, hotels, etc.

- ~~P-6-2. The CBD must have a strong well-defined boundary to help identify its sense of place. It is the responsibility of the city staff to discourage inappropriate commercial, industrial development on the outer fringe of the CBD until adequate in-fill has occurred and the population has increased to a point that makes expansion reasonable.~~

- P-6-3. Encourage improvement of the alley between First Street and Front Street with better pedestrian access, lighting, business access, painting, and landscaping.

- ~~P-6-4. Encourage the City and the Woodburn Downtown Association to oversee all development and ensure general conformance with this document.~~

Q. Neighborhood Conservation Overlay District Goals and Policies

Goal

- Q-1. Preserve, to the greatest extent practical, the architectural integrity of Woodburn's "older" (1890-1940) neighborhoods.

Policies

- Q-1-1. Identify residential neighborhoods that contain dwellings built between 1890 - 1940 which represents that period of time the DDCD was developing.

- Q-1-2. Encourage those areas that are determined to be the city's older neighborhoods (1890 - 1940) to implement the neighborhood conservation overlay district.

- Q1-3. Seek funding sources to assist homeowners in rehabilitation efforts that implement overlay conservation districts standards.

X. THE LAND USE PLAN

With the land use inventory, the need for new urban land, and the goals and policies of the City established, the development of the land use plan is the next logical step. The Plan formed the best compromise for all parties involved. This Plan was prepared based on the following items.

1. Present development patterns of the City.
2. Availability and serviceability of the areas for city services.
3. Data gathered in the other various elements of the Comprehensive Plan.
4. Prior plans and policies of the city including the current Comprehensive Plan document, and the Urban Growth Boundary Agreement.

DOWNTOWN WOODBURN DEVELOPMENT PLAN
August, 1998

ZONING ORDINANCE

Chapter 40 - Downtown Design and Conservation District
Chapter 42 - Neighborhood Conservation Overlay District

City of Woodburn, Oregon

Council Bill No. 1892

Ordinance No. 2217

Adopted by the Woodburn City Council on June 8, 1998

DOWNTOWN WOODBURN DEVELOPMENT PLAN
August, 1998

Chapter 40
DOWNTOWN DESIGN AND
CONSERVATION
DISTRICT

City of Woodburn, Oregon

Council Bill No. 1892
Ordinance No. 2217
Adopted by the Woodburn City Council on June 8, 1998

CHAPTER 40 DOWNTOWN DESIGN AND CONSERVATION DISTRICT

Section 40.010. PURPOSE. Buildings, objects, structures, and sites in the Downtown Design and Conservation District having special historical, architectural, or cultural significance should be conserved as a part of the City's heritage. New construction should be designed to be compatible with traditional downtown building forms found within the area. To this end, regulatory controls and administrative procedures are necessary for the following reasons:

- (a) Stabilize and improve property values through restoration efforts;
- (b) Promote the education of local citizens on the benefits associated with an active historic preservation program;
- (c) Foster civic pride in the beauty and noble accomplishments of the past;
- (d) Promote remodeling and infill developments which are of a high quality and are consistent with traditional design found within Downtown Woodburn;
- (e) Protect and enhance the City's attractions for tourists and visitors; and
- (f) Strengthen the economy of the City.

Section 40.020. PERMIT PROCESS FOR APPROVAL OF NEW DEVELOPMENT, EXTERIOR ALTERATION OR REMODELING. The Applicant shall submit to the Planning Director and Building Official all building permit and site plan review requests for new construction, and building permits for exterior and interior alterations to structures in the DDC District. The Planning Director shall submit these requests to the Woodburn Downtown Association (WDA) for review. Site plan review requests are subject to Chapter 11 of the Zoning Ordinance.

Section 40.030. DESIGN REQUIREMENTS FOR NEW DEVELOPMENT. Design requirements for new development projects have been prepared for Downtown Woodburn. These design requirements address several important guiding principals adopted for the area, including creating a high-quality mixed use commercial area, providing a convenient pedestrian and bikeway system, and utilizing streetscape to create a high quality image for the area.

All new developments projects shall contribute to the character and quality of the area. In addition to meeting the design requirements described below and other development standards required by the Zoning Ordinance, developments may be required to dedicate and improve public streets, connect to public facilities such as sanitary sewer, water and storm drainage, and participate in funding future transportation and public improvement projects necessary within the area.

The following design requirements apply to all new development located within the Downtown Design and Conservation Area. If a requirement found in this section conflicts with another standard in the Zoning Ordinance, the requirements in this section shall govern.

A. **Site Design Standards.** All new development must meet the following site design standards. Variance to these standards may be granted if the criteria found in Chapter 13-Variance Procedure can be met.

1. Building placement - Buildings shall occupy a minimum of 50% of all street frontages along public streets. Buildings shall be located at public street intersections.
2. Building setback - The minimum building setback from public street rights-of-way shall be 0 feet; the maximum building setback shall be 10 feet.
3. Front yard setback design - Landscaping, an arcade, or a hard-surfaced expansion of the pedestrian path must be provided in the setback area between a building and a public street. If a building abuts more than one street, the required improvements shall be provided on all streets. Landscaping shall be developed to an L-1 standard on public streets and an L-2 standard on alleyways. Hard-surfaced areas shall be constructed with scored concrete or modular paving materials. Benches and other street furnishings are encouraged. (See Diagrams 1 and 2).
4. Walkway connection to building entrances - A walkway connection is required between a building's entrance and a public street. This walkway must be at least six (6) feet wide and be paved with scored concrete or modular paving materials. Building entrances at a corner near a public street intersection are encouraged.
5. Parking location and landscape design - Parking for buildings adjacent to public street rights-of-way must be located to the side or rear of newly constructed buildings. If located on the side, parking is limited to 50 percent of the street frontage, and must be behind a landscaped area constructed to an L-1 Landscape Standard. The minimum depth of the L-1 landscaped area is five feet or is equal to the building setback, whichever is greater. Interior side and rear yards shall be landscaped to a L-2 Landscape Standard, except where a side yard abuts a public street, where it shall be landscaped to an L-1 Landscape Standard.

B. **New Building Design Standards.** All non-residential buildings shall comply with the following design standards. Variance to these standards may be granted if the criteria found in Chapter 13-Variance Procedure is satisfied.

1. Ground floor windows - All street-facing elevations within the Building Setback (0 to 10 feet) along public streets shall include a minimum of 50% of the ground floor wall

area with windows, display areas or doorway openings. The ground floor wall area shall be measured from three feet above grade to nine feet above grade the entire width of the street-facing elevation. The ground floor window requirement shall be met within the ground floor wall area and for glass doorway openings to ground level. Up to 50% of the ground floor window requirement may be met on an adjoining elevation as long as all of the requirement is located at a building corner.

2. Building facades - Facades that face a public street shall extend no more than 50 feet without providing at least one of the following features: (a) a variation in building materials; (b) a building off-set of at least 1 foot; (c) a wall area that is entirely separated from other wall areas by a projection, such as an arcade; or (d) by another design features that reflect the building's structural system. No building facade shall extend for more than 300 feet without a pedestrian connection between or through the building.
3. Weather protection - Weather protection for pedestrians, such as awnings, canopies, and arcades, shall be provided at building entrances. Weather protection is encouraged along building frontages abutting a public sidewalk or a hard-surfaced expansion of a sidewalk, and along building frontages between a building entrance and a public street or accessway. Awnings and canopies shall not be back lit.
4. Building Materials - Plain concrete block, plain concrete, corrugated metal, plywood, sheet press board or vinyl siding may not be used as exterior finish materials. Foundation material may be plain concrete or plain concrete block where the foundation material is not revealed for more than 2 feet.
5. Roofs and roof lines - Except in the case of a building entrance feature, roofs shall be designed as an extension of the primary materials used for the building and should respect the building's structural system and architectural style. False fronts and false roofs are not permitted.
6. Roof-mounted equipment - All roof-mounted equipment must be screened from view from adjacent public streets. Satellite dishes and other communication equipment must be set back or positioned on a roof so that exposure from adjacent public streets is minimized. Solar heating panels are exempt from this standard.

Section 40.040 GUIDELINES FOR THE EXTERIOR ALTERATION OF EXISTING BUILDINGS. An application for exterior alteration of an existing building, shall be approved if the change or the treatment proposed is determined to be harmonious and compatible with the appearance and character of the building and shall be disapproved if found detrimental to or otherwise adversely affecting the architectural significance, and the integrity of appearance of the building.

- (a) The following guidelines apply to the exterior alterations to existing buildings:
 - (1) Retention of original construction. So far as possible, all original exterior materials and details shall be preserved or replaced to be original.
 - (2) Height. Additional stories may be added to buildings provided that
 - (aa) The added height complies with requirements of the building and zoning codes.
 - (bb) The added height does not exceed that which was traditional for the style of the building;
 - (cc) The added height does not alter the traditional scale and proportions of the building style; and
 - (dd) The added height is visually compatible with adjacent buildings,
 - (3) Bulk. Horizontal additions may be added to buildings provided that:
 - (aa) The building of the addition does not exceed that which was traditional for the building style;
 - (bb) The addition maintains the traditional scale and proportion of the building; and
 - (cc) The addition is visually compatible with adjacent buildings.
 - (4) Visual Integrity of Structure. The lines of columns, piers, spandrels, and other primary structural elements shall be maintained so far as is practicable.
 - (5) Scale and Proportion. The scale and proportion of altered or added building elements, the relationship of voids to solid (windows to wall) shall be visually compatible with the traditional architectural character of the building.
 - (6) Materials Color, and Texture. The materials, colors, and textures used in the alteration or addition shall be fully compatible with the traditional architectural character of the building. In general, darker colors for window sashes; medium for building; and lightest for window trim and detailing.
 - (7) Lighting and Other Appurtenances. Exterior lighting and other appurtenances, such as walls, fences, awnings, and landscaping shall be visually compatible with the traditional architectural character of the building.

Section 40.050 USE. Within any Downtown Design and Conservation District (DDCD) no building, structure or premise shall be used, arranged, or designed to be used, erected, structurally altered except for one or more of the following uses:

- (a) Any use permitted in the CO District under Section 28.010 (b)-(k).
- (b) Amusement and recreation:
 - (1) Athletic club;
 - (2) Community center;
 - (3) Theaters;
 - (4) Performing Arts Centers;
 - (5) Public and Private Museums;
- (c) Communications:
 - (1) Radio and television station and studio.
- (d) Schools:
 - (1) Public and Private;
 - (2) Trade School
- (e) Printing and publishing:
 - (1) Printing and photocopying;
 - (2) Bookbinding and related activities;
 - (3) Newspaper, periodical and book publishing.
- (f) Retail:
 - (1) Antique shop;
 - (2) Artists supply store;
 - (3) Bakery;
 - (4) Book Store;
 - (5) Camera and photographic store,
 - (6) Candy, nut and confectionery store;
 - (7) Cottage industries (Small scale mfg. (5 or less employees) of hand crafted products for retail sale) such as:
 - (1) Cabinet making
 - (2) Custom furniture
 - (3) Art/craft studio
 - (8) Dairy products store (no processing, sales on premises only)
 - (9) Delicatessen store;
 - (10) Department store;
 - (11) Drug store;
 - (12) Eating place, restaurant cafe, caterer, box lunch provider, coffee shop, dining room

- and tea room,
 - (13) Fish and sea food market (no rendering or processing, sales on premises only);
 - (14) Florist Shop
 - (15) Furniture store;
 - (16) Furrier and fur shop;
 - (17) Garden supply store;
 - (18) General store;
 - (19) Gift novelty, curio and souvenir shop;
 - (20) Greeting card store;
 - (21) Health food store;
 - (22) Hearing aid store;
 - (23) Hobby equipment store;
 - (24) Home furnishings and equipment store, Including floor coverings, major appliances, draperies, curtain and upholstery materials, glassware, china, metal ware, (may perform Incidental Installation services);
 - (25) Household appliance store;
 - (26) Jewelry store;
 - (27) Mail order house;
 - (28) Meat market
 - (29) Music store, including sale of pianos and other instruments, phonograph records, sheet music, etc;
 - (30) Office machine and equipment store;
 - (31) Optical goods store;
 - (32) Pawn shop;
 - (33) Pet store;
 - (34) Religious goods store;
 - (35) Rental shop (containing interior storage and display only);
 - (36) Second hand shops such as books, clothing, furniture;
 - (37) Shoe store;
 - (38) Sporting goods store;
 - (39) Stationary store;
 - (40) Tailor, dressmaker;
 - (41) Toy Store;
 - (42) Variety store;
 - (43) Wearing apparel and accessories
- (g) Retail and service:
- (1) Appliances, radio, television shops;
 - (2) Bicycle shop;
 - (3) Business machines, typewriters, sewing machine sales and service shop;
 - (4) Electrical and lighting shop;
 - (5) Floor Covering store;

- (6) Gunsmith
- (7) Hardware store;
- (8) Locksmith
- (9) Luggage and leather goods shops;
- (10) Orthopedic and limb store;
- (11) Paint, wallpaper and interior decorating store;
- (12) Taxidermist;
- (13) Venetian blind and window;
- (14) Watch, clock, jewelry, camera and instrument shop.

(h) Service:

- (1) Advertising agency;
- (2) Barber shop;
- (3) Beauty shop;
- (4) Business sign sales and services;
- (5) Clothing and costume rental service;
- (6) Dry cleaning establishment, self-service;
- (7) Employment agency;
- (8) Mail order service house;
- (9) Mortuary and funeral service;
- (10) Railroad terminal;
- (11) Railroad express agency;
- (12) Self service laundry;
- (13) Shoe repair and shoe shine shop;
- (14) Sign painter;
- (15) Veterinary clinic.

Section 40.060 Conditional Uses. When authorized under the procedure provided for Conditional User, in this ordinance, the following uses will be permitted;

- (1) Grocery store, super market, food store;
- (2) Community service such as health clinics and social services;
- (3) Wine shop;
- (4) Service Stations (Gas, oil, lubrication, minor repair, general repair);
- (5) Multiple family constructed on undeveloped property
- (6) Multiple family or residential use constructed within or as an alteration to an existing structure.
- (7) Outdoor Markets (Note- new definition to be prepared)

Section 40.070 Height. There shall be no restriction on height in the DDC District.

Section 40.080 Rear Yard. In the DDC District no rear yard is required except as herein provided, but if one is provided it shall be not less than five feet in depth exclusive of any alley area.

Section 40.090 Side Yards. Where the side of a lot in a DDC District abuts upon the side of a lot in any residential district there shall be a minimum side yard of five feet, which said yard shall be contained by a wall or fence not less than six feet in height or compact evergreen hedge not less than six feet in height, when planted, capable of attaining a height of seven feet.

Section 40.100 Front Yards. No front yard shall be required in a DDC District.

Section 40.110 Signs. No sign or outdoor advertising of any character shall be permitted in the DDC District except the following:

1. The signage materials, colors, and lettering style shall be visually compatible with the traditional architecture of the building.
2. Paper or vinyl signs shall not take the place of permanent outdoor signs, but may be used temporarily for special promotions of events.
3. A total of 2 signs per each business, which may be one wall sign and one projecting sign, the total combined area of which shall not exceed 30 square feet.
4. Projecting signs are limited to 12 square feet.
5. If a building has two or more frontages, each frontage shall be allowed one additional wall sign and projecting sign per business, attached to the building. These additional signs are not to exceed 30 square feet per business.
6. Window signs are not subject to this ordinance.

Section 40.120 Landscaped Yard and Screening. Within any DDC District there are no requirements for landscaped yards when zero lot lines are used. Any open area not used for building space shall be reviewed for landscape requirements through the Site Plan Review process. The following standards apply to the locations where the landscaping or screening is required and the depth of the landscaping or screening are define in other sub-sections of this section. These standards are minimum requirements. Higher standards may be substituted as long as all height limitations are met.

1. L-1 Low Screen - The L-1 standard applies to setbacks. Where the setback is a minimum of 5 feet between the parking lot and a public street, trees shall be planted at 3 ½ inch caliper, at a maximum of 28 feet on center. Shrubs shall be of a variety that

will provided a 30 inch high screen and a 90% opacity within one year. (See Diagram 2)

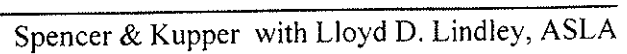
2. L-2 General Landscaping - Trees shall be provided at a minimum 2 ½ inch caliper, at a maximum spacing of 28 feet. Shrubs shall be of a size and quality to achieve the required landscaping or screening effect within two years. Any tree planted in excess of a 2 inch caliper shall be eligible for full mitigation credit.

Section 40.130 Lot Area. Buildings and structures hereafter erected, altered or enlarged in a DDC District are not subject to lot area requirements.

Section 40.140 Site Plan Review Required. Site Plan Review will be required for all buildings, structures, or premises used, arranged or designed to be used, erected, structurally altered or erected in accordance with the provisions of Chapter 11. Additionally, the Site Plan proposal will be reviewed by the Woodburn Downtown Association with a recommendation prior to Planning Commission action.

Section 40.150 Parking Requirements. There are no minimum parking requirements within the DDC District.

CITY OF WOODBURN
Downtown Development Plan



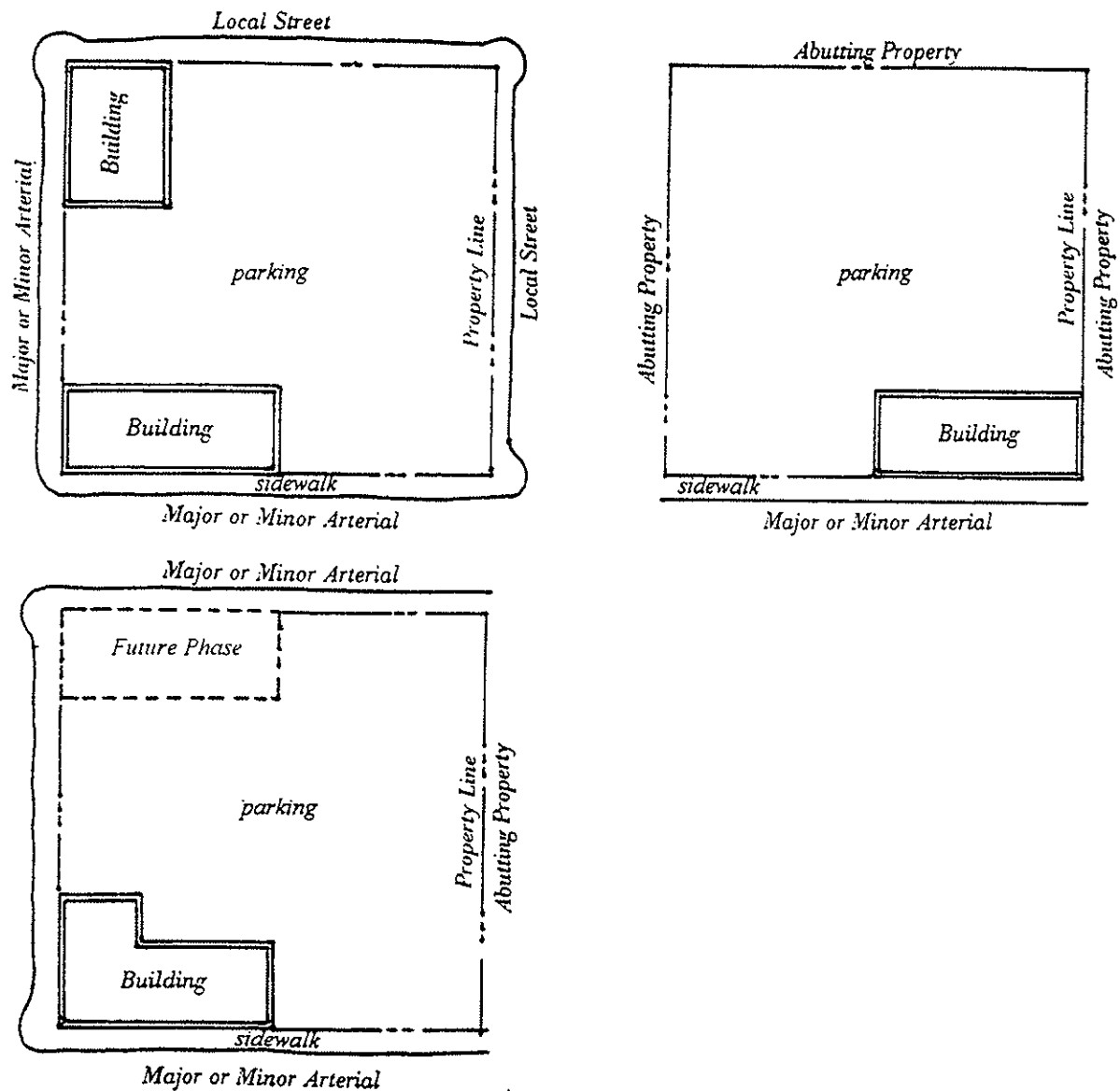


Diagram 1

Building Placement Illustrations

Standards

CITY OF WOODBURN Downtown Development Plan

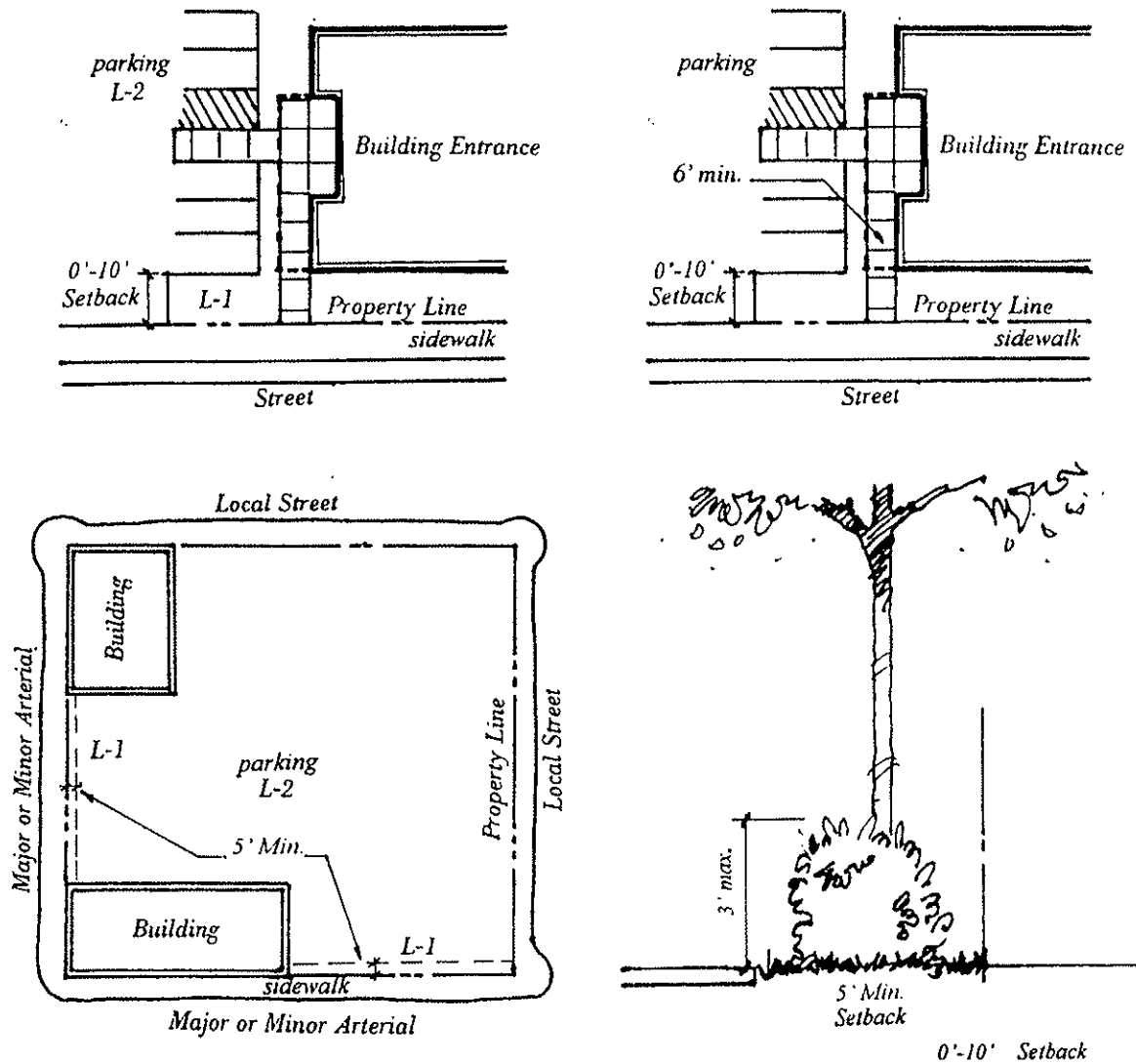


Diagram 2

Walkway, Parking and Landscape Illustration

DOWNTOWN WOODBURN DEVELOPMENT PLAN
August, 1998

Chapter 42
NEIGHBORHOOD
CONSERVATION
OVERLAY
DISTRICT

City of Woodburn, Oregon

Council Bill No. 1892
Ordinance No. 2217
Adopted by the Woodburn City Council on June 8, 1998.

CHAPTER 42: NEIGHBORHOOD CONSERVATION OVERLAY DISTRICT

Section 42.010. PURPOSE. Central residential districts west of Downtown make up the City's oldest neighborhood. Businesses, government and employment uses are linked to residential neighborhoods, educational facilities, recreation opportunities and good transportation services. Throughout this central neighborhood, new development should respect the history and traditions of the community. To this end, regulatory controls and administrative procedures are necessary for the following reasons:

- a. Stabilize and improve property values through development efforts;
- b. Promote the education of local citizens on the benefits associated with an active conservation program;
- c. Foster civic pride in the beauty and noble accomplishments of the past;
- d. Promote infill developments which are of a high quality and are consistent with traditional design found in older central neighborhoods; and
- e. Protect and enhance the City's attractions for tourists and visitors

Illustrations and diagrams are available from the City which provide examples of how new development may meet the requirements found in this chapter. The requirements of this chapter only apply to new building facades which front public streets, and do not apply to renovations and alterations of existing buildings.

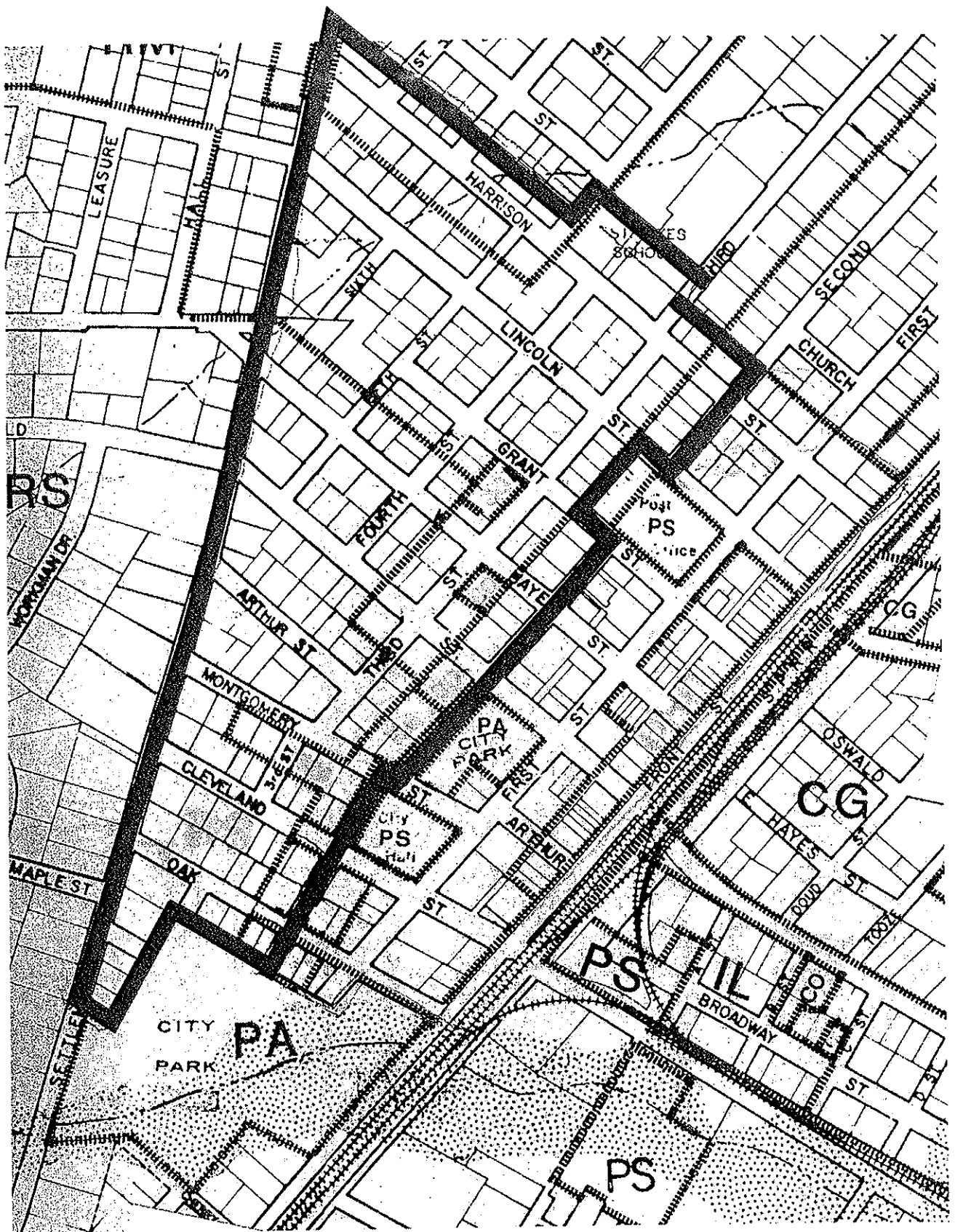
Section 42.020. PERMIT PROCESS FOR APPROVAL FOR NEW DEVELOPMENT.

Applicant shall submit to the Planning Director and Building Official all building permit and site plan review requests for new construction in the Neighborhood Conservation District. The Director shall, within five (5) working days, review the permit application for compliance with the requirements as set out in this Chapter 42. If a Site Plan Review is required, the requirements of Chapter 42 shall be considered in addition to the requirements and procedures set out in Chapter 11 of the Zoning Ordinance.

Section 42.025. PERMIT PROCESS FOR APPROVAL FOR NEW COMMERCIAL, MULTI-FAMILY AND DUPLEX DEVELOPMENT. All new commercial, multi-family and duplex developments in the Neighborhood Conservation Overlay District, exclusive of Section 42.020, are subject to the standards of Chapter 11 Site Plan Review and/or Chapter 14 Conditional Use of this ordinance and Section 2.030.

Section 42.030. NEIGHBORHOOD CONSERVATION DISTRICT CRITERIA. An application for new construction which fronts onto a public street shall be approved if the development proposed is determined to be harmonious and compatible with the appearance and character of existing buildings in the district and shall be disapproved if found detrimental to or otherwise adversely affecting the traditional character of the district. In order to be approved, a building permit or Site Plan Review application shall meet five (5) of the following design criteria:

1. Provide architectural details such as dormers, bays, bracketing, cornices and trim to add architectural detail.
2. Minimize the impact of automobiles in the district by orienting garage openings so that they do not front directly onto a public street, by locating garage openings a minimum of ten (10) feet back of the building facade, or by providing detached garages.
3. Build new structures and additions that are no higher than three stories.
4. Avoid buildings with long, flat facades. Buildings in the district should not be more than 50 feet wide.
5. Maintain a roof character of steeply pitched roofs with elaborate junctions or flat roofs with distinct edges. Roof pitches should range between 6/12 and 12/12.
6. Provide covered areas over main entrances and orient them towards the street.
7. Incorporate windows that are compatible to the existing character of the district. Preferably windows should be wood sash with trim that is at least 5-1/2 inches wide and no pane of glass any larger than 30 inches wide by 84 inches high. Glass should be clear or stained.
8. Use horizontal wood siding, shingles, brick or stucco for exterior finishes.



City of Woodburn
Downtown Development Plan

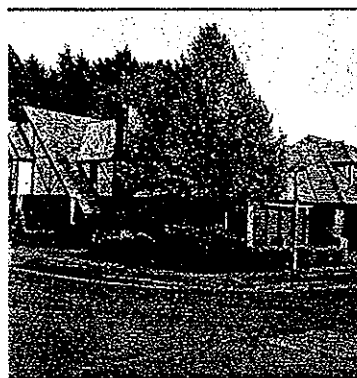
Neighborhood Conservation

Overlay District

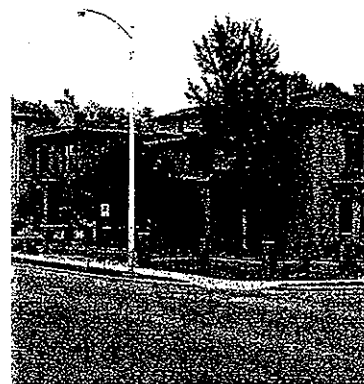


New Duplex

Infill duplex in Eugene located between older - turn of the century single family housing.



Tudor style duplex in Eugene.



Infill duplexes and fourplexes in Denver.

Woodburn Downtown Development Plan

Spencer & Kupper
with
Lloyd D. Lindley, ASLA

**DRAFT
CAPITAL
IMPROVEMENT
PROGRAM**

DOWNTOWN WOODBURN DEVELOPMENT PLAN
August, 1998

NEAR TERM CAPITAL IMPROVEMENT PHASES AND STRATEGY

Our overall improvement strategy is recommended to start with an annual improvement budget of approximately \$40,000 increasing by \$10,000 annually for a five year period. Maintain a \$80,000 annual budget for the next five years, but anticipate that an urban renewal program may be implemented, and bonds sold to complete a larger package of projects during the second five year period. The full ten year budget is approximately \$730,000. The capital improvement program is attached.

It should be noted these cost estimates are based on a full contractor's costs, and could be substantially reduced if material and labor donations were secured, or city public works staff was used for construction. These costs also include 15% for contractor mobilization, traffic control and profit, 9% for general conditions, and 20% for contingency.

Near Term Capital Improvements

MAYOR'S ALLEY (SIX BLOCKS)

a.	Per block improvement (paving/drainage)	\$16,800
b.	Alley amenities per block	\$29,700
c.	Intersections each	\$84,000

STREET TREES AND FURNISHINGS (7 EAST/WEST STREETS)

d.	Per block improvement (trees)	\$21,200
e.	Per block street amenities (benches, signage)	\$ 4,500

FRONT STREET (EIGHT BLOCKS)

f.	Per block trees (west side)	\$12,000
g.	Additional trees (east side) per tree	\$ 1,150

PUBLIC MARKET IMPROVEMENTS

h.	Pavement (paint) and utilities	\$45,000
i.	Lighting	\$24,000
j.	Market amenities	\$16,000
k.	Special columns and shelter	188,000

PEDESTRIAN CONNECTION TO LIBRARY

l.	Sidewalk, landscape and lighting	\$25,000
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SCREEN LUMBER YARD

m.	A Phase-North of Lincoln	\$17,000
	B Phase-Lincoln to Young	\$21,000
	C Phase-Young to Cleveland	\$12,000

STREET LIGHTING

n.	Per block Mayor's Alley	\$ 9,000
o.	Per block East/West Streets	\$18,000

Other Projects

AQUATIC CENTER ENTRANCE

Fence removal, reflective glass, lawn

\$30,000

Lighting

\$18,000

FIRST STREET TREES (TWO BLOCKS)

Per block street trees in planter strips

\$ 8,000

Street lights per block (4 @ \$3000 ea)

\$12,000

BAND SHELL

221,000

Project Description	Funding	Year	Cost
Front St. West Side Street Trees- 3 blocks	City	One	36,000
Front St. West Side Street Trees- 3 blocks	City	Two	36,000
Front St. West Side Street Trees- 2 blocks Pedestrian Connection to Library Front St. East Side Tree Replacement	City	Three	24,000 25,000 10,000
East/West St. Street Trees-3 blocks East/West St. Lighting-3 blocks	City City 50% ¹	Four	63,600 27,000
East/West St. Street Trees-4 blocks East/West St. Lighting-4 blocks	City City 50%	Five	84,800 36,000
Public Market Improvements: Pavement, utilities Public Market Improvements: Lighting Public Market Improvements: Market Amenities	City	Six	45,000 24,000 16,000
Aquatic Center Entrance Improvements First St. Street Trees-2 blocks First St. Lighting-2 blocks	City	Seven	48,000 16,000 24,000
Mayor's Alley Paving/Amenities- 3 blocks Mayor's Alley Lighting-3 blocks	City 50% City 50%	Eight	70,000 13,500
Mayor's Alley Paving/Amenities- 3 blocks Mayor's Alley Lighting-3 blocks	City 50% City 50%	Nine	70,000 13,500
Lumber Yard Screening- Phases A, B&C	City	Ten	50,000
Total Ten Year Capital Improvement Program			732,400

¹Assumes Local Improvement District funding for 50%.

Woodburn Downtown Development Plan

Estimated Budgets

Construction Item	Units	Quantity	Unit Cost	Cost		
MAYOR'S ALLEY						
Excavation	C. Y.	470	43	20,210	a	
Utility Adjustment Allowance	L. S.	1	7200	7,200	a	
*Concrete	S. F.	8,400	6	50,400	a	
Sawcutting	L. S.		0	14,400	a	
Catch Basins	1 per block	6	1440	8,640	a	100,850
Signage	L. S.		0	14,400	b	16,800/bl.
Bronze Plaques	ea.	14	108	1,512	b	
Benches	ea.	6	1440	8,640	b	
Drinking fountains	ea.	3	3600	10,800	b	
Miscellaneous landscape allow.	L. S.		0	21,600	b	
Trees, incl. tree grates, frames	ea.	24	1728	41,472	b	
Banners of 4 seasons, installed	6 per block			10,368	b	
Dumpster enclosure allowance	4 per block	24		69,120	b	177,912
Subtotal						278,762
Special pylons	ea.		7920			
STREET TREES AND FURNISHINGS						
Street Trees incl. grates, frames	ea.	86	1728	148,608	d	21,200/bl.
Benches	2 per block	12	1440	17,280	e	
Sign allowance				14,400	e	31,600
Subtotal						180,288
*Cobra head lights at mid-block	2 per block	14		64,500		4,500/bl.
REMOVE AND REPLACE STREET TREES ON FRONT STREET (both sides)						
Trees, includes tree grate & frame	ea.	55	1728	95,040	f	12,000/bl.
Trees, in ground	ea.	55	1152	63,360	g	1,152/tree
Subtotal						158,400
Construction Item	Units	Quantity	Unit Cost	Cost		
PUBLIC MARKET IMPROVEMENTS						
Pavement Paint	S. F.	20,000	0.3	6,000	h	
Water Allow., with local access	L. S.		0	17,280	h	
Waste/Gray water allowance	L. S.		0	7,200	h	44,880
Street Lights, ornamental	ea.	8	3000	24,000	i	45,000
Electricity hook-ups allowance	L. S.		0	14,400	h	24,000
Signage	L. S.		0	14,400	j	
Banners on street lights	L. S.		0	1,728	j	16,128
Subtotal						85,008

Woodburn Downtown Development Plan

Estimated Budgets

SPECIAL COLUMNS AND SHELTER FOR PUBLIC MARKET						
Columns	ea.	9	7920	71,280	k	
Shelters	S. F.	1,600	65	104,000	k	
Lighting	ca.	9	1440	12,960	k	
Subtotal						188,240
Total						188,000
Band shell	S. F.	800		221,100		221,100
PEDESTRIAN CONNECTION TO LIBRARY						
Paving	sq. ft	1,800	6	10,800	l	
Pedestrian lighting, ornamental	ca.	3	3000	9,000	l	
Landscape renovation	sq. ft	720	7	5,040	l	
Subtotal						24,840
						25,000
SCREEN LUMBER YARD						
Trees includes install & soil	ea.	42	1152	48,400	m	
Subtotal						48,400
						50,000
STREET LIGHTING						
Mayors Alley						
Pole Lights, installed	3/block	18	3000	54,000	n	
East/West Streets						9000/bl.
Street Lights, installed	6 per street	42	3000	126,000	o	
						180,000
						10,000/bl.
						3,073,338

